

The QUILL



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Number Two

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THE QUILL

A Journalists' Journal

VOLUME X

COLUMBIA, MISSOURI, APRIL, 1922

NUMBER 2

WHY WRITE FICTION?

By CHARLES PHELPS CUSHING

(Charles Phelps Cushing, editor and magazine writer of note, is a member of the Sigma Delta Chi chapter of the University of Michigan. He has served on the staff of the *Literary Digest* and as news editor and managing editor of *Colliers*. Mr. Cushing served as first lieutenant in the U. S. Marines in France and was the first managing editor of *The Stars and Stripes*. Afterward he was annexed to the U. S. Signal Corps, Photographic Division, which promoted him to a captaincy and made him photo news editor of the A. E. F.)

IF you are at all observant of the Mirrors of Grub Street you may have noticed that many of the best known magazine reporters of a decade or so ago, the writers who used to sign the leading articles and features printed in our most widely circulated popular periodicals, have of late deserted the calling for which their previous training and their talents obviously designed them. Today, with only a few exceptions, they are writing yet for the same popular markets, but they are specializing now on short stories, novelettes and serials. Nearly all of them are writing fiction, whether they have any gift for it or not; and they are depending upon that fiction for the greater part of their living. Such articles as they continue to contribute appear to be turned out only in their spare time.

You have noticed this and wondered why. And likely you may also have observed, to the increase of your wonder, that much of the fiction that they produce falls far short of being what persons of a discriminating literary taste would describe as art—and that nearly all of it might be adjudged as infinitely less worth while than the articles they used to write.

Half a dozen names, as conspicuous examples of this tendency, doubtless will flash to your mind. But if your memory needs refreshing, just ask yourself who used to be our leading muckrakers in the days of President Roosevelt, and who used to write the best "personality interviews",

and who did the best travel articles for the popular markets, and who were our leading war correspondents back in the time when Russia clashed with Japan. This will save the present writer, your volunteer Mirror of Grub Street, the em-



Charles Phelps Cushing—a Caricature by Raeburn Van Buren.

barrassment of mentioning any names—names which he had to promise to withhold in order to obtain really candid statements in the interviews which follow.

You well may ask why these capable popular journalists keep on "misdirecting" their talents in days so critical as these, at a time when constructive reporting never was more direly needed. Do these writers know what they are about. And, if they do know, why do they keep plugging away at it so doggedly? Why have they had such a change of heart about their trade, in so brief a space of years? And

do they realize, any of them, that the change they have made is, so far as quality is concerned, not generally regarded by the discerning as a change for the better?

To put such seemingly impertinent questions to his superiors was a task which required more tact, in one instance, than this Mirror of Grub Street could muster.

But in four other instances the men approached granted him interviews. In their answers they laid emphasis upon varying points, according to their temperaments and the humors they happened to be in at the time when they were cross-questioned. But they all agreed upon one matter; that popular fiction, if a writer can do it passably well and do it long enough to establish a reputation, "pays better" nowadays than articles. The market for articles in the widely circulated popular magazines is at present steadily on the decline, while the demand for popular fiction is constantly improving.

The first journalistic celebrity your Mirror approached is a writer who is rated by many of his fellow craftsmen as one of the three best reporters in America. This writer is specializing these days in love and adventure yarns, passably good in quality but never remarkable, and mostly placed in a Bret Harte setting. To say "Bret Harte" is, at least, to put it kindly—it would be just as accurate to say "Bill Hart".

This writer is a thoroughly wholesome person with no pose to maintain. He grinned, shrugged his shoulders, and briefly confessed in reply to examination that he was "not at all self-deluded". Though he realized that he did not succeed as a craftsman nearly so well "as yet" with fiction as he used to do with articles, he said that the "fiction game" appealed more to his imagination:

"It's more fun, that's all. And it pays better. Moreover, it's more restful, both for me and for my public. People are tired of reading things that make them sit up and think. Now they simply want to be amused. So I strive to please."

The second writer approached, another

who was famous as a magazine reporter back in the days when Colonel Roosevelt was in command at the White House, acted at first as if he felt a little peeved at the brash suggestion that his short stories and magazine serials were not of the world's masterpieces of literary art. But he calmed down presently and began to defend himself.

"A writer is a fool not to do fiction if he can," he declared. "Why? Because the work entails so much less drudgery of research, for one thing. No more labor to dig up photographs and statistics. No more dragging all over a country that is mostly mountains and vacant lots to solicit interviews. And, finally, everything considered, fiction—popular fiction, of course—pays much better."

As a parting shot to the interviewer he observed: "I believe you are the author of a little book entitled, 'If You Don't Write Fiction'? Well, I can review that work in very, few words: If you don't write fiction, you're a poor fish. Don't be a sucker!"

Another popular author, once widely famed as a magazine reporter, but now a prolific producer of "action yarns" and tales of mystery, complained to the interviewer that the only articles now much in demand by the "big populars" must deal with business topics and business men. (This is not an accurate generalization, but there is enough truth in it to score a point. So let him have his say.)

"I loathe that commercial tribe, and all those hard-headed self-made men, and all their endless boastings like a plague," he began—a statement which he almost controverted in the next breath by adding that it was "almost impossible to get most of them to talk about themselves, anyway", and that he "wasn't going to crawl in on his hands and knees to any man to beg him for an interview."

Then, having got this flare of anger over, he sobered down to an analysis and became so interested that he talked for half an hour:

"The kind of articles that a self-respecting writer likes most to do," he declared, "are going out of fashion in our biggest magazines. You still find them fairly well represented in the high-priced publications of the so-called 'Quality Group'—the Atlantic, the Century, Scribner's, Harpers, World's Work and Review of Reviews—and in the New Republic, the Outlook, and those two remade weeklies, the Independent and Leslie's. But I can't hit the quality fellows often; I'm a popular writer, and not in their family circle. And no one pays me the prices that I used to drag down for articles in McClure's and Every-

body's and Munsey's and Collier's in the good old golden muckrake days.

"Where else do you find the kind of thing that I used to do, for example, after Norman Hapgood took charge at Collier's?—by which you should understand not merely muckraking stuff, but articles that, at least, speak plain about something important? Well, you find them in some of the magazine sections of the big city newspapers, such as the New York Times or The Tribune, or the Philadelphia Public Ledger, or the Kansas City Star, or the Transcript in Boston.

"But here's the rub: none of these newspaper markets pay the old-time magazine prices for your stuff. Oh, yes, the day is surely coming when they shall; and it is also a hopeful sign of the times for writers of articles to note that the 'quality group' magazines and kindred more or less serious minded publications are enjoying a new boom in circulation and in advertising revenues. The time is coming again—but when? From none of these markets have I ever been able to get half as much pay for a good magazine article as I used to get in the muckrake days. You see the dilemma?

"Well, then, how can I make a decent living meanwhile? The only common sense answer is to do what the rest of my tribe are doing—turn to writing popular fiction. The journalistic fashions have changed. If I don't keep up with them, I'm sunk. I'll have to move out of this comfortable studio into some dingy flat in the Bronx."

The interviewer entered a few objections, pointing out that it is yet possible for a self-respecting free lance to make a good enough living out of articles, and even, if he works hard enough, to continue to live in a "comfortable studio".

"Oh, I don't mean that there's any peril of starving to death right away," came the answer. "But look back, and then look ahead, and you'll see that there's something to worry about. The change in the times has been gradual, but it's none the less relentless.

"Drop in at the public library on your way home and see it for yourself. First of all, run through the magazine files of ten or fifteen years ago. You'll find that the same popular weeklies and monthlies that used to use a proportion of five or six articles in each issue to two or three contributions of fiction, now are using five or six fiction yarns to two or three articles.

"Be specific? You bet I will! Two of the biggest magazines of the 1900-1910 decade, Munsey's and Everybody's, have abandoned articles altogether. The Cosmopolitan has narrowed the article field down to about one a month. Other mag-

azines that never used to print any fiction at all have taken to it lately in fear of their imperiled lives. Even the women's magazines, which of all types of publications are the ones most deeply concerned with things practical and useful, are going in stronger and stronger for fiction, and depending less and less upon articles.

"True, the Saturday Evening Post continues to devote a good share of space to non-fiction. But some of us suspect that the highminded editor of that sheet does this more as a matter of conscience than as a piece of editorial strategy. Certainly, a mystery serial will win him more friends these days than a whole series of articles by H. G. Wells about salvaging civilization. I firmly believe that there is only one big popular magazine in the field today that builds its circulation chiefly upon the appeal of its articles. That one, as you probably have guessed, is the American.

"But in the old days—" and he sighed, "especially in the muckraking days, circulation was built up chiefly upon articles. Then the best known fiction writers in the world, bar only the author of the Sherlock Holmes tales, never dragged down the money or pulled in the circulation that writers of red-hot articles could command.

"Changed times now! Some of the most famous magazine men of those days—the ones who wouldn't—or who couldn't—catch up with the new fashions, are now in semi-obscurity and barely making a living. Where will they be ten years from now? I don't know. Maybe the pendulum will swing back soon; but I fear that it won't."

Another magazine celebrity, probably the best literary artist of the lot and certainly the least commercial minded, smiled sadly when he was questioned and confessed to the interviewer that his motives were "mixed" but were "chiefly commercial". He related that he usually got around \$2,000 for a short story acceptable to the biggest magazines, where those same magazines would pay him "only \$1,000" for an article of the same given number of words. Though he said he liked to do articles well enough, he found that in his case fiction "came just as easy—sometimes much easier."

(His case is not typical, we must hasten to add—either in regard to the "ease" of composing fiction or in the matter of the disproportionate scale of prices for the two types of material. A good literary agent could run up this price on non-fiction much higher, even though the market for articles is nowhere near as brisk as for fiction. Some of the writers whose names

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A FEW RULES OF THE GAME

By C. W. BARRON

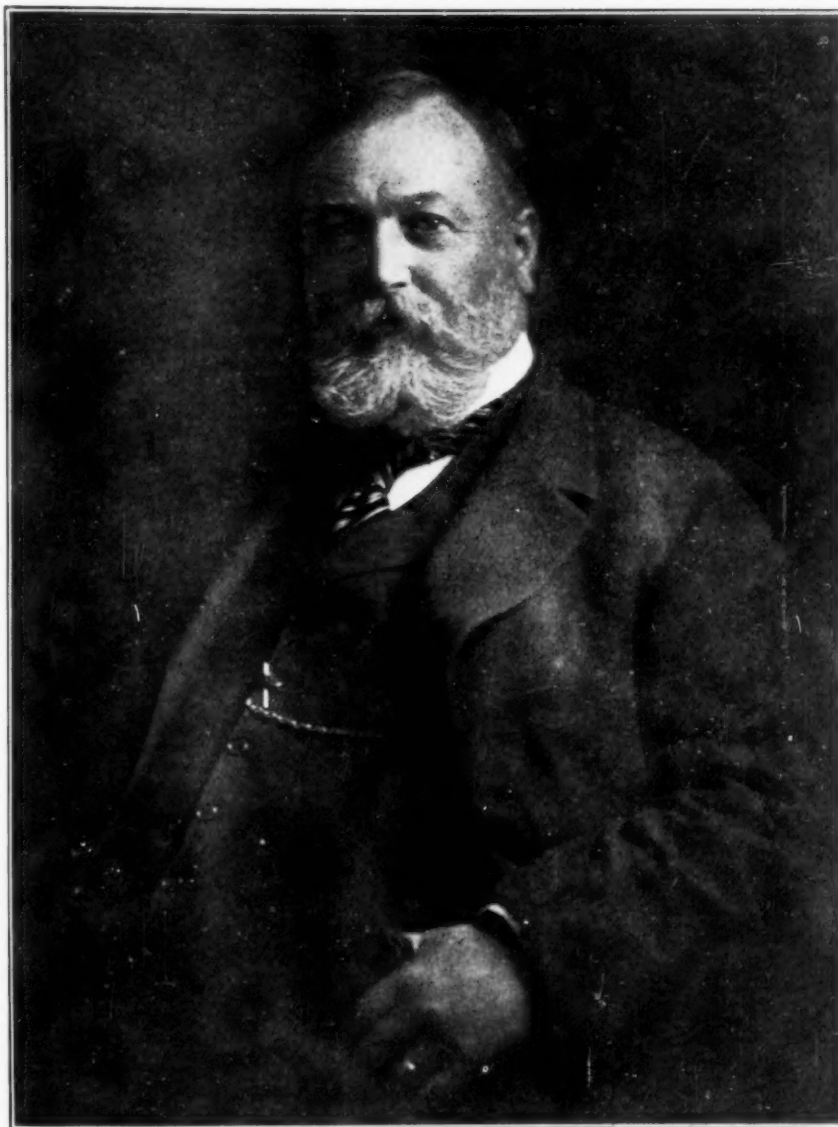
(Address delivered at the last national convention of Sigma Delta Chi, Ames, Ia. Mr. Barron is manager of the Wall Street Journal, The Boston News Bureau, the Philadelphia News Bureau and Barron's.)

YOUR president has said that he looked me over, and was well satisfied. I am reminded of a little boy who was in town with his father, and who saw a woman standing on a crossing, a very large woman with a black face. "Father", said the boy, "look at that woman over there." "Yes, surely, I see her." "But, father, she has a black face." "Hush, yes surely she has a black face but she is that way all over." "Pa," said the boy, "How do you know everything?"

Now I frankly confess to you that I came here on business. You know, business is business, don't you? That reminds me again of a story. Someone visited one of the public schools on the East Side of New York and said, "Can any little boy here tell me who was the greatest man in the world?" No one answered. Again he asked, "Isn't there any little boy here who can tell me who was the greatest man in the world?" Still no answer. Finally, "I have a dollar bill here for the little boy who can tell me who was the greatest man in the world." At that Ikey's hand shot up. "All right, Ikey, you tell me who was the greatest man in the world." Ikey responded, "Jesus Christ." "Ikey", said the man, "are you a Hebrew?" "Yes Sir." "Do you go to the Synagogue?" "Yes Sir." "And do you tell me that Jesus Christ was the greatest man in the world?" "Well," said Ikey, "I knowed it was Moses; but business is business."

Now business is business with me. You perhaps think that I came here as a farmer to talk with my friend Marsh at Waterloo, about our Guernsey cattle. But I am not going to Waterloo. When Kenneth Hogate, my associate in business, asked me to come here and meet some journalists, I said "That is my business." I want to meet all the young journalists in the world. I want to meet all those newspaper men. I want to look them in the eye and to have them look me in the eye. Perhaps some time they will think as I think. Perhaps some time they will take my place and give what they have to give for the welfare of others through my paper. Now a journalist is first a reporter. He begins gathering in one field a few primary facts. Later, when he becomes a real journalist, he rises to tell what facts mean.

Lord Leverhulme recently sent me an



C. W. Barron

interesting article from the Manchester Guardian written by George K. Chesterton. The opening sentence in describing America as he saw it on his recent trip to the United States, was a most striking illustration of this thought. It is one that should sink into the minds of everyone who has aspirations to rate high in the profession of journalism. "The fact with the truth is futile; indeed, the fact without the truth is false."

Now get that into your minds.

Most people think that the expression of truth is by statement of the fact. The fact is only primary, and unless you have deduced the truth, you have not risen in journalism. Unless you find the truth, you

cannot lead your fellow man in thought. I told you today what Dana said would make a good newspaper man. Here it is again, "Ability to see, ability to describe, and ability to know where to get facts." No two men see the same rainbow. No two men ever see the same truth in the same way; but in the aggregate there is a very full expression of truth among men. Every man has his particular truth and his particular way of expressing the truth in his life.

Now I came out here to talk to you about some rudimentary things in journalism. Tomorrow morning I shall breakfast in Chicago with Ernest R. Graham, who at the age of 22 built the Chicago exposition,

that thing of beauty in Chicago that should have been preserved in marble, and yet was built in a day in whitewash. I breakfast with him tomorrow morning because we like to get together and exchange truth whenever we can. A year ago I had breakfast with him in New York, and he had with him the leading merchant of London—the man who has put the name and standing of the drygoods merchant, the so-called shopkeeper, higher than it has ever before stood in England. I refer to Mr. H. Gordon Selfridge. My Chicago friend is the greatest builder today. He has built the greatest buildings in New York, Chicago, Canada and London. He told me this interesting fact about Mr. P. D. Armour—no, the younger Armour. Mr. Armour declared to him that the most important thing he did in the day's work was when he employed the office boy. Nobody else could do that for him. The office boy might some day be the head of the firm and he wanted to be sure that the right timber went into the foundation. He said, "I want to be sure that the right man comes in at the foot and then the structure will be all right."

When a young journalist comes to me, the first thing I do is to ask him if he knows how to sharpen a pencil. Very few people know how to sharpen pencils. In fact very few even know how to carry pencils properly. Two of my Chicago reporters came to me yesterday, and I said to one, "Son, send this dispatch for me." He fumbled round for paper. I handed him some paper from my pocket. Then he had no pencil. I said, "Here is a pencil, here is the paper, here is everything you need," for I carry those things around with me. But I said to him, "Young man, you cannot be a first-class reporter if you have to borrow other people's paper and pencils."

It is a small thing but should be thought of first. As I said, most people do not know how to sharpen pencils. Most people do not know how to use scissors. How many people in this audience can quickly cut a column from a newspaper and split the column line? It is important that we know how to cut articles from newspapers for every good journalist keeps one or more scrap books. There are people working for me in three cities now who do not do much else than classify clippings for my records. As you know, I run four publications. You may not know their names. They are The Wall Street Journal, The Boston News Bureau, The Philadelphia News Bureau and Barron's. I can show you in my scrap books everything that has gone into these publications from their beginnings. We fill in our offices many scrap books in a year.

(Here Mr. Barron related stories to il-

lustrate the importance of being posted on the technical matter involved before interviewing prominent men.)

One thing I want to impress upon you. If you want to rise to become an integral part of the thought of the world, you must begin early to know the thought of the world and then to strive to improve it with all your talent; it is energy and truth, whether with the artist with paint and brush or the sculptor with stone and chisel. Genius is the development of truth by hard work. If you want to get anything, you must dig for it.

You have heard that nothing lies like statistics. Yet, you must have them. You must mass them together and make them tell the truth.

(Here followed the lesson on how to properly cut newspaper columns, sharpen pencils and keep equipment and tools of one's trade.)

Now I want to bring out another point. A good old prelate traveled afar to the house of his friend, the Prince, and arrived at the King's gate, travel-stained and dusty. The dogs barked at him, the courtiers looked at him with scorn. But when after some delay his name was heard in the court, the Prince hastened to welcome his friend. After a week's stay he departed, escorted to the gate by the Prince. The courtiers bowed low, and the dogs licked his feet. He turned to his friend and said, "My good Prince why is my departure so different from my arrival, when your dogs barked at me and your courtiers frowned?" "My good Father," he was answered, "We give welcome to people according to their appearance; we take leave of them according to their deserts."

Now you will be welcomed according to your appearance. Learn to make the right entrance when you want to meet men. Always think of appearance. Do not be a fop, but pay attention to your necktie, your boots, your teeth. Keep your eye clear and clean. Then know how to put your questions. Put them in the interrogative, not in the dogmatic form. If an offensive truth is to be stated, put it in the interrogative. For instance, Aunt Mary comes down stairs Sunday morning with her hat awry. Sara says, "Aunt Mary, your hat isn't on straight." Aunt Mary immediately takes offense; she asserts herself. She says, "I guess I know my own hat" and flounces out in no proper mood for church. Had the younger lady said, "Aunt Mary, is your hat on straight?" Aunt Mary would have said, "I don't know dear; let me look in the glass." It is a great thing to know how to put your offensive truth. The lack of opportunity makes friction between individuals as well as between nations. The big man always asks "What is right?" "Are we to do this

or that?" He opens up the truth and because he is a master of truth does not assert himself.

Now I do not know how long you want me to talk to you. (Cries of go on!) There are a few things more I want to impress upon you. The first is in respect to service. Forget yourself, and serve the other fellow. Obliterate yourself and bring forward the truth. There are two elements in the preservation of truth. First the facts, the statistics, the bones. Then comes the flesh over the dry bones. The words are the flesh. Choose your words carefully—the most simple, direct, and most effective. You have heard that journalism is literature. Journalism is the expression of truth and thus is the greatest literature. If you would be a journalist of merit, you first make sure of the facts, or the bones. Then clothe these facts in the most direct language. Use the simplest words but have them cut clear. Most people when they try to express themselves make you feel as though you were on a railroad at the switch and you don't know whether you are to keep on or mentally side track, because their words have two or three meanings. I try to teach my young men to be direct and insure that the reader passes every switch without a doubt. Then your readers will be served. They will not think of you, but they will think of the service they receive—in clear and safe mental transportation. When you come to dress your facts, place your emphasis on the truth. Here you must be an artist dealing with material things. If you use words that are not clear cut and concise, you fall down. You must study the anatomy of a subject. A painter of the human form first studies anatomy. When he paints the flesh he must know the bone below.

You must know your subject before you attempt to put it on paper. You must also know the man from whom you extract the truth. Some people I have talked with an hour, and I would not question one thing they have said. Some I will talk with for an hour, and then pick out the truth in what they have said.

A financier once declared to me. "The blank company has increased its capital from ten to twenty million dollars. You can print that." I printed it. The next day he said, "That stock has been increased to fifty million dollars." I printed that. Two days later he said, "You can say that this company has increased its capital to one hundred million." I did and next day I did not see him, but I printed that this company had increased its capital to two hundred million dollars, and the next day I printed that the company had increased

(Continued on page 15)

"DOWN ON THE FARM" JOURNALISM

By J. H. REED

(Jesse H. Reed, associate editor of the *Southern Ruralist*, was graduated from the University of Wisconsin in 1915. He is a member of Wisconsin-Iota chapter of Sigma Delta Chi, and of Babcock chapter of Alpha Zeta, having served on the editorial staff of the *Wisconsin Magazine*, as well as the *Wisconsin Country Magazine*. After a year of graduate work at the University of Florida, he joined the staff of the *Southern Ruralist*, becoming assistant to the editor in 1916, and associate editor in 1918.)

ALTHOUGH agriculture is the oldest profession in the world, the agricultural journal, or paper devoted entirely to the interests of the farmer, is a relatively new proposition, and one to which more and more agricultural college graduates are turning.

The editor of an agricultural paper must possess three qualifications. First of all, he must have had actual practical experience on the farm. Second, he must have a thorough scientific education. And, third, he must have ability to write. If he lacks any one of these three qualifications, his career as an agricultural editor is limited.

The agricultural editor must have had practical experience on the farm. This may seem like a pretty hard blow, I realize, to many earnest students of journalism who hail from the city and have high hopes of leading some rural community out of the darkness of habit and into the clear light of scientific agriculture, but there is a reason for it. Every day the editor of an agricultural paper is besieged with questions—hard, practical, common sense questions about the farm. Three fourths of the letters that come over his desk—and their number is legion—demand information. And he must know how to answer them. He cannot learn the answers in any college, no matter how good. He cannot copy them out of text-books or Government bulletins. The only place he can learn them is "down on the farm".

A college education is needed for two important reasons. In the first place, the agricultural editor, through his paper, must lead the way to better agriculture. He must hammer continuously for fall plowing—for better livestock—for all-the-year gardens. He must have a definite and progressive program that will help his readers year in and year out. And he cannot do this unless he has a wide and



Jesse H. Reed

accurate knowledge of the principles underlying agriculture as a science. In the second place, the agricultural editor must be continually on the watch for frauds, half-baked theories, and ignorant delusions which, if allowed to creep into his editorial pages, will do more harm than good. He must protect as well as lead his readers—and he cannot do this unless he is well educated.

Ability to write is a requisite because an agricultural paper at the best is not too well read. Many of its readers are poor—not from choice, but because farming is one of the poorest paid businesses in the world. Many of its readers are ignorant, for it is only recently that any

one has ever paid any attention to the country school. So it is all too easy for the agricultural editor to shoot over the heads of his readers, and lose what little influence his paper possesses. More than anyone else, the agricultural editor must think clearly, simply and forcibly, and this is an art given to few, and acquired by still fewer people.

The work of an agricultural editor is varied. If his paper is a small one, very likely he will do most of it himself. If it is a large one—one, say, of from 100,000 to 500,000 circulation—he will have a corps of department editors to assist him—and these department editors will be scattered through the territory served

The Montana School of Journalism will grant in the future the degree of A.B. in Journalism.

The first work of the agricultural editor, when his morning's mail arrives, is to sort out the questions, and assign

MARQUETTE CHAPTER LECTURE COURSES ARE SUCCESSFUL

A course of lectures outlined by the Marquette chapter of Sigma Delta Chi for students in journalism have proven entirely successful during the past year. Men who are prominent in Milwaukee, Wisconsin, and national publication of various enterprises are listed among those who have given their time to this work. The lectures are held bi-monthly, and sometimes weekly.

Subjects treated vary from news editing, advertising from the paper's standpoint, the community interest as represented by the community paper, to national questions, such as, the Arms Conference, and the Japanese question.

The talks are given to all students of journalism with visitors from other departments invited. Discussion similar to the open forum is aroused for the purpose of clarifying statements made by speakers on large questions. Occasionally the lectures are followed by smokers and lunch. The Marquette University Press Club organized by Sigma Delta Chi members, with officers who are members of Sigma Delta Chi, has been invited to continue the lectures next year with the close cooperation of Sigma Delta Chi to back them in securing speakers of prominence. A national speaker list will be prepared for next year.

Always awake to opportunities for service in the University, Sigma Delta Chi plans to enlarge on its present plans for next year, and one of its moves is to relinquish immediate responsibility for the lecture course to the Press Club so the chapter can carry out greater plans. One of these plans includes a publicity campaign for the University, on a greater scale than previously attempted.

FIVE MORE MEMBERS FOR MAINE CHAPTER

Maine chapter has just elected five men to membership. They were selected only after a careful examination of the list of those eligible for initiation. The initiation ceremonies will take place soon at the Phi Eta Kappa house, followed by talks relating to the purposes of Sigma Delta Chi and the especial value of the organization in the life of the University of Maine.

The Maine chapter has taken over the Maniac, the University comic monthly. For the rest of the year the chapter's connection with the magazine will be only in the nature of assistantships, but next fall both editorial and business matters will be entirely in its hands.

COX GETS CERTIFICATE



James W. Cox (left) and T. Hawley Tapping, National Secretary of Sigma Delta Chi. Mr. Cox has just received his certificate of membership.

COX IS A MEMBER OF SIGMA DELTA CHI

Two of the most recent distinguished members to be elected into Sigma Delta Chi are President Warren G. Harding and James M. Cox. Membership in the fraternity was bestowed upon them in appreciation of the distinction which they have brought to the profession of journalism.

Mr. Cox was given his certificate of membership in Grand Rapids, Michigan, by T. Hawley Tapping, national secretary of Sigma Delta Chi, who is a staff member of The Press of that city. The presentation of the shingle to Mr. Cox took place on the occasion of his visit to Grand Rapids to speak to the state Democrats. The accompanying photograph shows Mr. Cox receiving the certificate.

Frank C. Ferguson (Maine) has left the New York Sun and is now a member of the staff of the Long Island City Daily Star.

PRESIDENT HOGATE VISITS MILWAUKEE CHAPTERS ON TRIP

WHILE in Milwaukee, Wis., in the interest of eastern financial journals, covering the first of a series of Federal hearings on the Pittsburgh-Plus plan, which opened in this city, Kenneth C. Hogate, national president of Sigma Delta Chi, visited the Milwaukee alumni and the Marquette chapter. Stepping into an editorial writing class, Mr. Hogate was prevailed upon by Walter J. Abel, dean of journalism, Marquette University, to talk on the aims and accomplishments of Sigma Delta Chi.

Incidentally, Mr. Hogate gave pointers on the practical side of newspaper editorial policy and regulation. He also told of some maxims that every reporter should use as mottoes when entering the news world.

"Make sure of your ground on ethical principles, then fight aggressively for what you deem is right in the newspaper field, and you will win," he said. "Resist the temptation faced by all newspaper writers to exaggerate daily news stories and your services will gradually come into demand as your reliability becomes known. Every editor is on the lookout for conscientious reporters. If your entrance into the profession is to be through the reportorial route, be prepared to live up to your convictions if you want to get along in the field."

Examples were given by Mr. Hogate to illustrate his points, and to show how the policies on the larger papers of the country demanded a rigorous conscience and unwavering moral standards in the workers. He showed also that editors are beginning to give preference to college trained men because they have the underlying basic knowledge for extended usefulness in the game.

"Facts show," he said, "that where men and women who have an efficient education are employed, the results to the paper and to themselves are always toward greater and more rapid success than otherwise would be the case."

At a banquet tendered the national president by Milwaukee Alumni chapter and officers of the Marquette chapter at the Hotel Blatz, February 2, Mr. Hogate responded to toasts by outlining the future policy of Sigma Delta Chi in its relations to the practical side of journalism. He expressed the hope that the fraternity would gain momentum in its prestige as a collective and reliable force for good in American journalism through a powerful alumni body, active in direction of aims and application to

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THE QUILL

A quarterly magazine, devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American colleges and universities.

Official publication of Sigma Delta Chi, national journalistic fraternity.

FRANK L. MARTIN, Editor.
(Missouri Chapter of S. D. Chi, Assistants)

Editorial and business offices at Jay H. Neff Hall, University of Missouri, Columbia, Mo.

Application made for entrance as second class matter at the post office at Columbia, Mo., under the Act of August 24, 1912.

Subscription rates: Non-members, \$1 a year in advance; members, 75 cents a year or five years for \$3.

APRIL, 1922

The action of the national convention last fall in providing for the awarding of prizes to those chapters supplying the Quill with the most material available for publication each year has been productive of good results. The increased size of this issue and both the quantity and quality of the chapter activity news show the interest that has been aroused. It is sincerely hoped, however, that the interests will be maintained and that all chapters will actively enter the competition, instead of only a part of them. As you read these pages note whether or not your chapter is represented. If not, get your copy in for the next number. The winning of a prize is an honor well worth striving for. We republish here the action of the convention in regard to the contest:

In order to stimulate the fullest possible cooperation of both alumni and active chapters in the Quill a competition will be established in the securing of editorial material. Effective the next issue, each chapter will receive a credit of one point for each personal paragraph published that is sent in by a member of any chapter activities, and five points for a leading article secured by the magazine. Only material actually published will be counted. The University of Missouri is debarred from the contest inasmuch as members of the chapter are actively engaged as editors of the Quill. Three prizes will be awarded by the executive council at the next national convention to the three chapters securing the highest number of points during the ensuing year of publication. These prizes will be either in cash or in awards of suitable nature, in the discretion of the executive council. Alumni and active chapters will compete on an equal basis.

PRESIDENT HOGATE VISITS MILWAUKEE (Continued from page 9)

practical questions arising in the newspaper field.

"The school is the starting point, but the 'game' itself can only be played in daily contact with men and affairs that require stable guidance. Such guidance must be the work and aim of organized efficiency, such as the alumni of Sigma Delta Chi are excellently fitted to give."

To the co-eds in the Marquette School of Journalism, Mr. Hogate stated that Sigma Delta Chi stood for co-operation in the truest sense, and that the newspaper field was ample to give man or woman large rewards for sincere service. A petition is planned by these co-eds for a chapter of Theta Sigma Phi. Mr. Hogate was informed that the Marquette chapter of Sigma Delta Chi is backing them in their efforts.

WRITES ETHICS CODE FOR STATE EDITORS

Colin V. Dymont, dean of the college of literature, science and the arts at the University of Oregon and an honorary member of the Oregon chapter of Sigma Delta Chi, is the author of a code of ethics for journalism unanimously adopted by the Oregon State Editorial Association at a special meeting at the university last January.

The code has been reprinted in many journalistic publications over the country and has received wide comment and commendation. The code was drawn up by Dean Dymont at the request of the president of the state editorial association. This is the first code of ethics for journalism to have been drawn up and adopted by a like body of newspaper men. Dean Dymont is a professor in the school of journalism and had much practical newspaper experience before he turned toward educational work.

Among the points emphasized in the code are truth, accuracy, mercy and kindness; sincerity; care, competence and thoroughness; moderation, conservatism and proportion; truth in advertising and in regard to circulation.

KNOX CHAPTER HAS STARTED A MAGAZINE THAT'S WORTH WHILE

Knox chapter of Sigma Delta Chi is trying for the first time this year the publication of a literary and humorous magazine. For years there has been issued at the college an anonymous magazine called the "Yellow Jacket." It is founded on personal grudge and its con-

tents are destructive. The aim of the Sigma Delta Chi chapter is to supplant this publication with something worth while.

The S. D. C. magazine has been called the "Siwasher", the name having a double significance. It alludes to "Siwash", the name given to Knox College by George Fitch (Knox '97) in his stories of college life, and since affectionately adopted as a nickname. Also the title may be read "Sigh Washer", since its contents are intended to rinse out the blues. The new magazine was distributed for the first time on High School Journalism Day.

This first annual High School Journalists' convention, given under the direction of Sigma Delta Chi, was held April 28 and 29. The high school editors of the state were asked to attend. There were speakers of note on topics of interest to these editors. The program of entertainment included the public pledging of new members of the chapter; a trip through a printing plant where a high school year book is being produced; a tea by Theta Sigma Phi, women's national journalistic sorority; banquets and chapel talks. The convention is by far the largest undertaking thus far attempted by the Sigma Delta Chi chapter.

SECOND INITIATION HELD BY CHAPTER AT IOWA IN APRIL

Iowa chapter's second initiation of the year took place April 9 when Lynn A. Saylor of Waverly and Loren G. Wolters of Waukon were added to the chapter roll. Saylor is one of the night editors on The Daily Iowan, University student daily. Wolters is a reporter and feature writer for the same paper.

Sigma Delta Chi at Iowa is beginning to make plans for filling the positions of editor-in-chief on the various student publications, which their brothers are soon to give up. Cloyce K. Huston's position of editor-in-chief of The Daily Iowan will be sought by George H. Gallup, the present managing editor; Ulysses S. Vance, one of the present night editors and George H. Siegel, at present sports editor. Harold D. Andrews' position as editor-in-chief of Frivol, humorous magazine, will be sought by Loren G. Wolters. Raymond L. Peterson's position as editor-in-chief of the Hawkeye, University year book, will be sought by Fred M. Lazell.

Cloyce K. Huston, who will retire in June from the position of editor-in-chief of The Daily Iowan, has accepted a position as instructor of English in the American University at Cairo, Egypt.

PUBLICITY AS AN ASSET

By PROF. W. P. KIRKWOOD

OPENING to newspaper men an enlarging and tempting field is the movement on the part of business concerns and associations, educational institutions, scientific organizations, industrial groups, and all sorts of enterprises toward the establishment of press or publicity bureaus.

The movement is general. It marks a new era in the development of journalism not only in the United States but elsewhere. It is a development in journalism, because it is an effort on the part of those from whom newspapers seek news, or information for any purpose, to meet the demand in a way that will be most satisfactory both to the news-getter and the news-giver. It means better service by the newspaper and for the newspapers because it is a sign of a growing sense of responsibility on the part of those who have public relations to give the public accurate information. Many newspaper men still deplore it and look upon it with misgivings, because they see in it the possibilities of purveying colored and distorted news for selfish ends and because it is drawing on the newspaper or journalistic profession for good men whom the press can ill afford to spare. That, however, is a passing stage in the progress of the movement. As trustworthy men from the newspaper ranks in increasing numbers take their places at the head of press bureaus, there will be less and less coloring of news from the sources they represent, and the ranks of the journalistic profession will not be wanting for capable recruits with the multiplying output of thoroughly equipped schools of journalism.

The extent to which the movement has grown, stimulated as it has been by the varied publicity activities of the world war period, can hardly be grasped. Few organizations which have been compelled to regard themselves as sources of news by frequent calls from newspapers for information now exist which have not created some kind of machinery for supplying such news regularly and in acceptable form. The big manufacturing companies, like Armour and Company, Swift & Company, the Standard Oil Company, the United States Steel Company, believing that as a means of promoting sound business the public is entitled to know the facts about their industries, have such bureaus. Public utility companies, like the American Telephone & Telegraph Company, The Interborough Rapid Transit Company of New York, the railroads, either have such



Prof. W. P. Kirkwood, of the University of Minnesota.

bureaus of their own or else employ independent press agencies to handle their publicity for them. Banks and other forms of financial institutions are doing the same kind of things. Great organizations of business men, such as the Chamber of Commerce of the United States, the Institute of American Meat Packers, and the American Silk Association, also, are doing much for the education of the public through their press bureaus. Again, such organizations as the American Federation of Labor, the American Farm Bureau Federation both as a unit and through its numerous state subsidiaries, the National Association of Farm Organizations, the American Red Cross, the scientific socie-

ties, the Y. M. C. A. and the Y. W. C. A., the American Tuberculosis Association, and scores upon scores of others, keep the public in touch with their activities thru efficiently organized departments of information. Universities, colleges, city school systems, public libraries, churches are not far behind in the same movement.

Organizations of the kind mentioned, and many other which might be named, are not satisfied with mediocre service. They demand men of large experience, broad education and wide vision. The man, or woman, who is simply able to "put over" a good story is not what they look for. They want some one who can serve as a public relations man, or woman; some

one who can grasp the extent and intricacies of the enterprise; some one with enthusiasm; some one who not only can write about things being done in a way to inform and interest the public but can see things to be done; some one with a background of knowledge and education who can enter into the deliberations of the administration with understanding and intelligence and help to shape policies and plans of action. All of this means a high order of service; it means places for strong men and women well trained by education and experience.

Naturally, out of such an interest in publicity, has come about the organization of independent press bureaus. Nearly every city of any considerable size has one or more of such bureaus. Some of the big advertising agencies, also, are establishing departments of the kind, not to tack publicity on to some advertising campaign, but to give those who wish to establish public relations through the press the means of doing so. The aim of such departments is to put out news solely on its merits. In that, too, is a call for men and women of first rank in newspaper experience.

It is not surprising, therefore, that the qualifications for the publicity director have been placed high by those who have watched the growth of the movement.

Charles R. Thomas, in charge of the publication of results, Forest Products Laboratory, Madison, Wis., as quoted in the Engineering News-Record, puts the qualifications of the publicity director thus:

It is almost impossible for one man to have a comprehensive knowledge of all the different work that has to be done, but wide experience in many lines of work and a broad sympathy probably constitute the best training for this work. A publicity man must have, in addition, keen judgment, a pleasing personality, a nose for news, the ability to write. He must know what people want and what they are interested in.

It is work for a man of buoyant, well poised temperament and a thorough education. He must have the poise of an editor, the vision of a promoter, the aggressiveness of an advertising man, the accuracy of a scientist engaged in research work, the suaveness of a diplomat; and he must be thoroughly imbued with the idea of developing the interests of other people rather than his own. He must be content to be a Boswell to many Johnsons.

Ivy L. Lee, whose press bureau in New York looks after the publicity of several large organizations, says further that the publicity director must have a social view-

point; must have studied the art of expression, the meaning of words, typography in its countless phases, psychology and the reactions of men to various appeals; must know world affairs and be an investigator into problems social, economic, artistic, and political, not only for his own city or state but for his nation and the world.

Now nothing in all of this need lead one to feel that the business of publicity advisorship offers a limited field; nothing of the kind. It means just the opposite. It means that publicity is not merely reporting, but is creative; that it is a profession; that one may climb in it to high levels where large salaries are to be commanded in association with the men who do things that count. The more difficult the profession, the finer the opportunities which it offers.

The person who contemplates entering this field, therefore, needs to look carefully to his preparation. He needs, first of all a broad fundamental education, including the study of the sciences, of sociology, of economics, of history, of civil government and politics; such an education as the best of the colleges or universities may offer. On top of that, he needs the best training he can get in journalism, with a study of reporting, of copy-reading and headline writing, of special article writing, of advertising writing and placing in effective mediums. He must be prepared on occasion even to write a book. He must know, too, how to make use of effective illustrations and where to get the right kind of artistic assistance. His education is not finished at that point even. Having finished with the schools he must get a large amount of clinical experience. He gets that in the newspaper office, as the future physician or surgeon gets his preliminary experience in the hospital. It is only after such a course of preparation that one is ready for the business of publicity at its best. But even then his education is not finished. As in any other profession his education is never finished. He must go on studying, studying life and its multitude of activities in the concrete, and studying it through its manifold literature.

Publicity, then, is a thing to be taken most seriously, and one thinking of it as a future field of endeavor should look upon it as a profession of fine possibilities, one in which he can be of great service and exert tremendous influence, and, therefore, one of great responsibilities. The publicity men of the future, in fact, are going to help shape the industrial, social, and moral order of civilization. Industrial, social, and moral organizations, and governments also, are going to rely on them more and more as educators of the public who will aid in dispelling misunderstand-

ing and doubt and in promoting saner and safer public relations.

Atherton Brownell, in the North American Review for February, 1922, put the situation thus:

To many minds the word "publicity" means the "putting over" of something improperly. It would be a useless waste of space to berate at length all of the schemes and wiles of the unconscionable publicity man or press agent that really have for their purpose the exploiting of something under the guise of news that should not be exploited at all, or that are otherwise as indefensible as are many of the newspaper practices that are not in keeping with the highest ethics of journalism. It is a fact that has to be reckoned with that out of its fantastic beginnings there has arisen a new profession that, properly governed and regulated, is essentially in the interest of the public and which has been forced into existence by the failure of the press in many important particulars to live up to its highest ideals.

The publicity movement, which at its best is a movement for mutual understanding and fair play as among men is, then, one which is opening wide fields for service by newspaper men. It is one which will attract, of course, many of inferior ability and mistaken ideals. At the same time, it is one which should command the attention of men and women of the best type for it is a movement full of opportunities for the newspaper man.

CORNELL CHAPTER GIVES HIGH SCHOOLS MONTHLY NEWS LETTER SERVICE

The Cornell Chapter of Sigma Delta Chi is issuing a monthly news letter, "The E. I. P. A. News" or, in full style, "The Easter Interscholastic Publications Association News." This association was formed at the convention of high school editors held at Cornell last fall, with the Cornell chapter of S. D. X. as corresponding secretary.

The E. I. P. A. News contains editorials on high school journalism problems, lists of books, general advice on news values, pictures and personals in high school publications.

FIVE WESTERN RESERVE PLEDGES; ONE INITIATED

Western Reserve chapter pledged these members at a banquet in April: Kenneth A. Price, Stanley E. Hart, Arthur G. Henry, Charles T. Moran, Andrew R. Bierney. Initiation will take place May 2. Seabury H. Ford was initiated two weeks ago.

FEATURE STORIES IN COUNTRY PAPERS

By J. HAROLD CURTIS

(J. Harold Curtis, son of Will Curtis, publisher of the *St. James*, (Minn.) Plaindealer, has conducted a research on "The Place of the Feature Story in the Country Paper." Mr. Curtis will give a talk, illustrated with lantern slides, on this subject at the Minnesota Editors Short Course, May 5, at the University Farm, St. Paul, Minn.)

COUNTRY editors in the United States are finding the local feature story a means of obtaining and holding the interest of their readers. Among some 200 country newspaper editors, a large number declare that the local feature story is of value in building and holding circulation.

The feature story, as discussed by these editors, is one which contains a news element of timely or local interest, but which is treated more in detail than the ordinary news item—after the manner of brief articles in magazines dealing with current topics. This type of story is defined by W. G. Bleyer, of the department of journalism, University of Wisconsin, as "a detailed presentation of facts in an interesting form adapted to rapid reading, for the purpose of entertaining or informing the average reader."

Forty-nine editors replied to questionnaires stating that the readers were more interested in their paper because of the use of local feature material; four were doubtful and two answered no. Almost every editor who uses the feature story finds that it attracts attention to his paper. Some are quite outspoken as to its value. An inquiry sent to the subscribers of the *Spencer* (Iowa) News-Herald revealed that 90 per cent of its readers were interested in the feature story before anything else in the paper.

It is the opinion of sixty-two editors that the feature story gives the country paper an added appeal by arousing the interest of children, young people and farmers, and that it can be made to appeal to any class of readers the editor desires to reach.

Farm features are easily available and deal with a variety of subjects. A particularly good steer, milk cow or bull which has won prizes at a county fair would prove an interesting subject. The county agent might suggest a farmer who has a milk cow producing a record amount of milk, or a hog which has won medals or attracted attention among



J. Harold Curtis

blooded hog breeders. Or, the home demonstration agent might know of a woman who has a hen which hatched out an unusual large number of chicks. Or some member of the boys' and girls' club might have a good heifer and baby beef animal that is quite a pet.

The birthday of an old resident of the town or county gives the editor an opportunity to interview him and get a story of an historical nature. Now that the baseball season is here, the reporter might write up the individual members of the high school baseball team, or when the season is over tell what the members of the team have done. Track

men usually have something of interest in what they have done.

If a community is building a new bridge across a stream and tearing out the old bridge, there is a story in that old bridge. What kind of a bridge is it, and how was it looked upon when built? Or if an old tree is torn out to make room for a new building, a story on the trees of the city would follow, or of any historical incident in connection with this tree.

The average person of the community knows the town has a grain elevator, but few of them know how the grain is handled inside of one. The editor might go to

the superintendent of schools or to a teacher and get her to take her pupils through the flour mill or some of the local industrial plants. There is a story before they start, and the editor can go with them through the mill and write an article about flour making.

The little boy who has a big dog that always goes with him where ever he goes, and romps and plays with him has been seen by most every person in town, yet they know little about the dog's history or how the boy happened to get him.

Parents send their children off to school every day, but few of them know what actually takes place inside the school building. The manual training boys may be making library tables and the girls learning how to make bread. Parents always like to read about their children, and the work they are doing in these departments would make a good story. High school students edit or supply school departments of many local newspapers. Printing the pictures and short biographical sketches of the school teachers introducing them to the public in the fall helped to promote a closer relationship between parents and schools in one community.

Women's clubs are interested in politics just now. They are having campaigns to educate the women of the community and get them to vote at the coming elections. Some clubs are getting the candidates to address them so the women may be personally acquainted with them. Such things are of interest to all women and furnish good stories. Interviews with prominent women on important questions make good reading.

Soldiers of the world war are beginning to throw off their masks and tell of some of the experiences they could not tell while they were across the seas. Each man may be interviewed by an active reporter or editor and their personal experiences will make good stories.

The fiftieth anniversary or the three hundredth anniversary of the community or city will give opportunity for an historical article. The fact that Tom Smith is leaving town for a new home is a mere personal mention. But a story about his life in the city, the reasons for his leaving, and his future plans are of interest to all who know him.

A Florida paper printed a series of stories about local organizations, such as churches, lodges and societies, giving much historical data. It covered the industrial plants of the community in the same manner.

When a man steps in or out of office a story may be written about his achievements. A narrow escape from accident

or something of his boyhood escapades make an interesting story about a prominent citizen.

The range of the feature story is as wide as human knowledge and experience. Any theme that is interesting may be worked up into a story.

Country editors have used the feature story to build up such departments as a "Farmers' Forum", an "Old Lang Syne" department; school, women's clubs and commercial departments of their paper; also to develop the interest of sport fans.

Hunting for feature stories has often uncovered news that would otherwise have been missed by many country editors. One feature often uncovers another and thus keeps the editor supplied with subjects.

The value of the advertising columns are increased by having interesting feature stories alongside the display advertising. There are no "back-pages" in a paper using feature material on the inside pages.

Most of the country editors find that getting feature stories necessitates no added expense. They are gotten mostly during the dull hours of the week for news, or are jotted down when the editor runs across them. However, many country editors are finding it profitable to hire men or women whose speciality is writing feature stories, and then let them edit other departments of the paper, such as the farmers' department or the women's page. Editors find increased interest in the paper and the added subscriptions and advertising pays for them.

Stability and permanence are given the country paper by the feature story for it adds to the paper's individuality. It makes the paper more interesting, less of a gossip sheet; it gives the paper a personality and provides entertainment for the readers.

The feature story has come to stay. Editors who wish to have the best papers, the papers that will get the largest response from their readers, should not overlook it.

WHY WRITE FICTION?

(Continued from page 4)

are well advertised through fiction get almost as much, or fully as much, for their non-fiction as for their yarns. This author sells his wares in rather haphazard fashion.)

"I can sit here in this studio," he continued, "and, without stirring from my desk, turn out in less than a week or ten days at most, a fiction product good enough of its kind and rather fun to write, and which will bring me in just twice as much

money as the same footage of non-fiction, which latter type of work would require from two weeks to a month to collect and to shape into a manuscript.

"What is more, and also to the practical point, I discovered a few years ago that a fiction writer, who couldn't fashion nearly so workmanlike a magazine article as I could, might none the less, whenever he pleased, cut into my journalist's field and by virtue of the louder advertising given to fiction's 'big names', get paid more for a sloppy second rate article than I could draw down for doing a fairly good one. Now what's the sense of trying to beat a game like that?

"I've got a family to support, and I want to do the right thing by them. Somebody once rose in the Senate, I hear, and declared that the old law of supply and demand was unconstitutional. But after that brief speech of protest nothing more was ever done about the matter. Meanwhile my bills keep rolling in; and about the tenth of the month I rarely feel any regrets that I learned to write popular fiction."

Far too much emphasis, the interviewer fears, has been given in these interviews to the material rewards of writing fiction. Really the element of rivalry, which Professor William James once declared "does nine-tenths of the world's work," is more stimulating to most of these men than the size of their bank accounts. Not one of the lot is as cross a person at heart as his talk would seem to indicate; and all of them probably take far more genuine delight in the creative side of their work than they had any chance to confess. Discount every one of them a little, too, for a strain of levity.

But don't dismiss it all too lightly if you have ambitions to write for popular magazines. Certainly one point in the evidence collected ought to be clear to everybody, and should cause a few of you to ponder: time was when articles sold the popular magazines to the public and fiction was more or less secondary in importance; while now, as a rule, it is fiction that builds the biggest circulations, and the popularity of articles has gone into a serious decline. Thus one of the issues concerned—at least for the present—is the old and vital one of "the full dinner pail". Draw your own moral. All that I pretend to do is to hold up to your gaze a Mirror of Grub Street.

CORNELL SIGMA DELTS AMUSE MANY AT BIG JOURNALISTIC ROAST

The Cornell chapter of Sigma Delta Chi caused comment recently when it staged its annual Delicate Brown Roast. The entire event had a funereal atmosphere, with obituary notices for invita-

tions, epitaphs for place cards and pall bearers to welcome the guests. The program included several plays which roasted the faculty, students and townspeople—to a Delicate Brown. There were no speeches. The chapter also put out a special eight-page publication, "The Delicate Brown", which further roasted the guests—but it was all a Delicate Brown.

RULES OF THE GAME

(Continued from page 6)

its capital to five hundred million. Later this man came to me and said, "Barron, you are getting ahead of the game. I did not tell you to print those last two reports. I am not responsible for that." I said, "I know you are not responsible." I did not let him know that I had printed his first two reports only because I already knew them to be true, and was waiting only for him, an officer in the corporation, to give me a basis to start the printing. I did not let him know that I knew. One of the big men in this country said the other day, "Lord So-and-So is a fraud. He lied to me and I found it out, but I don't want him to know that I know it."

I say to my associates, "Do not present to me only the good men. I want all the frauds to come to me. I want to sift the truth out from the lies. Some may tell the truth some time. Our business is dealing with lies and selecting the truth. We want all the liars to come to us."

Once a young man sought me for six months and wanted me to give quotations to his stock on the curb. I said, "Why did you come to me, and what became of the stock you had on the market five years ago?" He said, "I jumped it up and down on the market for six months, but the Wall Street Journal would not quote it or give it any publicity." I said nothing, but under no circumstances would I have permitted a word regarding his enterprises. I knew he was a fraud, but I did not want him to know how much I knew it."

One man came nearly thirty years ago to subscribe to my Boston News Bureau bulletins. I recognized his name and asked, "Do you come from New Mexico?" He answered that he did. I asked him if he not have such-and-such a stock on the market at a certain time. He said he did, and I said, "Excuse me, but I cannot serve you." He was indignant and demanded to know why I would not send the bulletins to his office at the regular subscription price. I said, "Because you sold that mine three different times and now you want me to help you sell it the fourth time." That man I was willing to fight right there. I was willing to have

him know that I knew he was a fraud. He closed his office and left the town.

Now the collecting of news is another thing I would speak about. Most of you probably think that news is a mere happenstance. That is not the case. News is a creation. There are very few new happenings in the world. For instance, a dividend declaration is not of any special account. I published the other day, "Harding Wins. The Conference Is Over. Within a Week the Japs Will Accept Terms."

That is news, you will say. Well, it was news to some people when I printed it. News is not merely a creation, it is a development. It is a continuous development. The world is full of it all the time. You should study causes, and follow them to effects. If you will study causes rightly, you will forecast effect.

Study causes for effects and study effects for causes; the news is at both ends. You can do that very well from a financial point of view, because everything is reflected in finance. You should get the financial facts and figures of the whole world; to know them through and through. Then you will know causes and effects; and the news is more in the cause than the effect.

Al, yourselves with things of good report; the best that is in human nature. Be able to see where truth is developing. Emphasize truth and carry it forward. Follow news of new thought, follow news of press and of truth. Realize that "whatsoever things are true; whatsoever things are honest; whatsoever things are just" are the things good journalists must think of. You must seek to emphasize the expression of truth in the world if you would be true journalists.

MICHIGAN CHAPTER RUNS FREE NEWS BUREAU

Sigma Delta Chi at Michigan has established and is maintaining the Michigan News Bureau. This bureau was organized at the opening of the year by the Michigan chapter and has been operated by its members since that time.

A news service, free of charge, to any city in the United States is the aim of the bureau. A service is supplied to the journal of any city in the country in which the activities of the University or its students might be of interest. As an example of the work carried on by the bureau, the election of Paul Goebel as football captain for the season of 1922 furnishes an illustration. When Goebel's election was announced, a newspaper in his home city, Grand Rapids, was notified of the event by wire, with instructions that a follow-up would be sent by the bureau without charge. Similarly all of the activities of Michigan are sent out and are published in

the cities where the widest interest will be created.

In addition to this personal news service, which is operated daily, the bureau makes up a monthly letter which is distributed to the larger city papers of the Central States.

SIR PHILLIP GIBBS IS ASSOCIATE MEMBER OF GRINNELL CHAPTER

Sir Phillip Gibbs, noted English journalist, war correspondent and author, recently was made an associate member of the Grinnell chapter. Sir Phillip, with his son, Anthony, is making a tour of the United States and Canada. He recently returned from Russia where he was sent by British newspapers to investigate the famine.

Gibbs lectured in Grinnell January 30 on "The Chance for World Peace". Following his lecture he was entertained by the local chapter of Sigma Delta Chi at a smoker to which faculty members and students were invited. He became a member of the fraternity at that time.

Sir Phillip expressed deep appreciation of the honor that was conferred upon him. He said that he wished there was an organization similar to Sigma Delta Chi in his own country, and proposed that an effort be made to link American and British journalists more closely together. He spoke briefly of the vast influence wielded by journalists and of the importance of maintaining high moral standards in the profession. "Of the three precepts contained in your motto, 'Talent, Energy, and Truth,' he said, 'Truth is the most important.'"

BELOIT CHAPTER HAS TWELVE ACTIVE MEMBERS

The Beloit chapter initiated these three sophomores April 12: Kenneth Crawford and Robert Irvine, associate-editors, and Richard Runyon, news editor of the Round Table. The chapter now has twelve active members.

The annual Sigma Delta Chi edition of the Round Table was published February 18. It was an eight-page issue. The greater part of the work on the 1922 Codex, the college biennial, has been done by members of the local chapter. Roderick Grant, '22, is editor. The book will commemorate the seventy-fifth anniversary of the college.

Meetings have been held every two weeks at the noon hour, with talks by editors of nearby papers and by two or three of our own members. Members of Ka Ne, local journalistic sorority, have been invited to some of the meetings.

Edward Vaile, Kenneth Crawford, and Roderick Grant are assisting Prof. R. B.

Ellard (Missouri) in the work of the college publicity department.

James Parker, '22, president of the Beloit chapter of Delta Sigma Rho, will be the Beloit delegate to the biennial convention of Delta Sigma Rho at Iowa City, April 28 and 29. Parker has debated four years for Beloit. He is president of the Associated Students and former editor of the Round Table.

Winfred Herrick, '22, has been elected this year to Delta Sigma Rho and Phi Beta Kappa, as well as Sigma Delta Chi. He has represented Beloit in two debates, against Carleton and Grinnell.

Edward Vaile, '22, now president of the Beloit chapter of Sigma Delta Chi, was a delegate to the convention at Ames. He was also present at the installation at Northwestern.

Prof. George C. Clancy (honorary) is chairman of the committee which has written the book of the pageant to celebrate the seventy-fifth anniversary of Beloit College.

MAINE CHAPTER NOW HAS MEMBERSHIP OF FIFTEEN

The Maine chapter recently initiated eight members, bringing the total active membership up to fifteen. The new men are: William McK. Foss, Jacob McL. Horne, Bryant L. Patten, Sidney Osborne, Clarence E. Beckett, Ralph G. Kennison, Leo J. St. Clair, Arthur E. Wilson.

The chapter now includes four former members of the Campus board and three of this year's staff of the university's paper. Several of the members of the staffs of the 1922 and 1923 editions of the Prism the year-book published by the junior class, are members of the chapter. Another member is A. L. T. Cummings, editor for the agricultural department of the University. Mr. Cummings is a newspaper man of experience.

BURLESQUE PAPER PUT OUT BY MEMBERS OF MIAMI CHAPTER

The Miami chapter of Sigma Delta Chi recently issued one of the best editions of the Miami Student ever produced on the Miami Campus, it is believed. It was in the form of burlesque and humorous news stories, published on yellow paper and made a big hit with both the students and the faculty.

Preceding the publication, the chapter's annual dinner dance was given "At the Sign of the Spinning Wheel." The chapter sent out invitations to all of the leading journalists in the Miami Valley, including James M. Cox, honorary member of Sigma Delta Chi, and President Warren G. Harding, also an honorary member. Both Mr. Cox and Mr.

Harding live in close proximity to our chapter, but owing to business engagements were unable to attend.

At the last meeting of the chapter, officers for the second semester were elected: President, Grayson G. Kirk; Vice-President Rollie G. Nye; Secretary-Treasurer, John S. Morris. The retiring officers are: President, Russel H. Young; Vice-President Harold Oldham; Secretary-Treasurer, Rollie C. Nye.

The Miami chapter of Sigma Delta Chi loses seven active men by graduation this June. They are: Russel H. Young, Rollie C. Nye, Harold Oldham, Richard Baird, Lawrence Lafferty, Robert Wright and John S. Morris. Each of these men is active in all activities on the Miami campus. Young is editor-in-chief of the Student, the college weekly, a member of Phi Beta Kappa and of Alpha Tau Sigma, honorary science fraternity. Nye is president of the Student Senate and of the student body, sporting editor of the Student and president of the Men's Student Council.

Morris and Baird are members of Tau Kappa Alpha, honorary forensic fraternity and Wright is a member of the Ohio conference champion football team of 1921. He is also a member of the varsity basketball team.

BANQUET GIVEN BY ACTIVE AND ALUMNI CHAPTERS IN CHICAGO

Twenty members of the newly-organized Chicago Alumni Association of Sigma Delta Chi joined with the members of the Joseph Medill School of Journalism chapter in a banquet at the City Club, the night of February 3, 1922.

Lee A. White, editorial secretary of the Detroit News, past national president of the fraternity, says he achieved the ambition of a life-time when he was introduced twice in the same evening by Prof. H. F. Harrington, director of the journalism school. When Mr. White was first introduced, he informed the members that he was an auxiliary toastmaster. Then he called on some of the brothers for speeches. Having served as auxiliary toastmaster, he asked that he be introduced again. Mr. Harrington gave the second introduction, saying that he did not know anyone more worthy of a series of such formalities than Mr. White.

A report on the recent national meeting at Ames, Ia., was given to the members and comment was made on the determination to draft the first outline of an ethical code for journalists. Mr. White told of the difficulties encountered in attempting to revise the initiation ritual at the national convention.

In speaking of the tendency of newspaper men to use their profession merely as a stepping-stone to "something else", Mr. White urged those who had these ambitions to turn their attention to their own professions.

George Stone (Montana), assistant city editor of the Chicago Evening Post, and an instructor in the news writing department of the Medill school, spoke on the unwillingness of reporters to prepare themselves for their tasks. Ignorance, he said, was responsible for nearly all the newspaper errors committed. Others who spoke were: Frank Parker Stockbridge (Wisconsin honorary); Professor Harrington; Russell B. James (Michigan); Prof. R. S. Forsythe, Northwestern University; Ward A. Neff (Missouri), Corn Belt Dailies; and Prof. N. W. Barnes, University of Chicago.

GRIDIRON BANQUET AT ILLINOIS MAKES DECIDED HIT IN APRIL

The Illinois chapter of Sigma Delta Chi staged a Gridiron banquet on April 25 at the Beardsley Hotel, Champaign. For two months the members worked on features of the elaborate roast program. The event was a decided success. Disclosures of faculty and student near-scandal, hurled with delight at the heads of the 250 student and faculty guests, made a hit.

The three first-semester initiates were: Olaf D. Burge, '22, editor of the Illinois Magazine, playwright and co-author of the 1922 student opera; Wes Izzard, '23, assistant editor on the Daily Illini; and Lawrence F. Triggs, '23, column conductor, Daily Illini.

The list of pledges announced at the Gridiron banquet follows: Ben Hartman, '23; David Felts, '23; I. E. Showerman, '23; Stewart Pettigrew and H. I. McEldowney, '22. All but McEldowney are news editors on the Daily Illini. McEldowney is contributing editor to the Siren and Illinois magazines and author of several published short stories.

The Illinois chapter is especially proud of the pledge list in as much as the men picked seem to have more than the average requirements in the matter of perpetuating the principles and active aims of the organization. There is here the nucleus of an extremely strong and active organization next year.

KANSAS INITIATES SIX

Initiation was held last December at Kansas U. for six new members: Marion Collins, Elmer Seifert, Chester Shaw, Claude M. Gray, George McVey, and Llewellyn White.

SCHOOLS OF JOURNALISM

By LAWRENCE W. MURPHY

*Head of Department of Journalism, University of North Dakota,
Grand Forks, N. D.*

THE first permanent chair of medicine was established at the University of Pennsylvania in 1875; today there are 85 recognized schools of medicine in the United States. The first permanent law school was established at Harvard in 1817. Today we have 127 schools of law.

The first permanent professional course in journalism was established at the University of Wisconsin in 1906. Today 206 colleges and universities in the United States are offering instruction in journalism. Some of the schools have well organized professional systems of study, others a few scattered courses parading under the name of journalism. The necessity for classification and distinction between the two thus becomes evident.

Journalists point out the fact that a course in composition will no more fit a student for work in the publication field than a course in chemistry will make a doctor or a course in logic a lawyer. True, the course in composition is necessary but so, also, is the course in chemistry and in logic. Individually, however, they form only a small part of the work which is necessary in the making of the professional man.

Growth of Course

The teaching of journalism has been developing since the days of Franklin. It passed through the experimental stages at several important universities, (Washington and Lee, Yale, Kansas, Missouri, Cornell, Michigan, Pennsylvania, and Indiana) prior to 1895 and won a permanent place as a professional course at the University of Wisconsin in 1906 and as a separate school at the University of Missouri in 1908. A definite curriculum and system of organization has been evolved which meets the needs of the profession and which will, in time, bring about an improvement in the newspapers and periodicals of the country.

This special system of instruction has not only been adopted for use in the United States but has furnished a model and inspiration for the universities of foreign countries. Among the institutions which have been guided by the organization and experience of the American schools are the Universities of London, Paris, Bristol, Norway, New Zealand, the Phillipines, China, and Japan.

It is essential that universities and colleges which teach journalism conform to the requirements of the school or course if they are to offer adequate training to meet the needs of the students. If separate organizations, distinct requirements, special facilities, and prescribed courses are the correct methods of teaching journalism, then no organization, no requirements, few facilities, and fewer courses are inadequate and inferior.

The following classification of schools and courses in journalism, which was published in the 1922 international year book of the Editor and Publisher, is based upon a study which covered the work offered in all the universities and colleges in the United States and the principal foreign universities. The classification is for the school year 1921-22 and is the second one made, the first having been for the year 1920-21. A summary of the report follows:

Classification of Schools.

Classification of the Schools and Courses in Journalism in the United States shows that 50 of the 206 colleges and universities offering instruction in journalism have been given professional rating. Of this number 29 are rated Class A, 12 Class B, and 9 Class C.

The ratings are based upon professional and academic standing of the institutions, equipment and facilities for instruction in journalism, number of courses offered, and the professional character of the instruction. Only institutions of high standards which offer four or more professional courses are given a rating. The 156 colleges and universities offering from one to three courses are not classified.

Class A is the list of the 29 two year professional schools which admit students of junior college standing, and the three and four year courses, leading to a bachelor's degree in journalism. These institutions offer from ten to thirty courses in journalism and are organized as professional courses of study.

The group in Class B is composed of those schools which offer enough work to constitute an undergraduate minor of 16 units but which are without special departments or other facilities which would place them in Class A.

The third group, or Class C, is made up of institutions offering four or more courses in journalism but not offering sufficient instruction for specialization in special fields of journalism. The list of institutions with professional standing follows:

List of Schools.

Class A. Boston University, Columbia University, Iowa State College, University of Illinois, University of Indiana, University of Iowa, Kansas State Agricultural College, University of Kansas, University of Kentucky, Leland Stanford University, Louisiana State University, Marquette University, University of Maryland, Mercer University, University of Missouri, University of Montana, University of Nebraska, New York University, University of Notre Dame, Northwestern University, Ohio State University, University of Oklahoma, University of Oregon, University of Pittsburgh, University of Syracuse, Toledo University, University of Texas, University of Washington, University of Wisconsin.

Class B. Beloit College, De Pauw University, Howard University, University of Michigan, University of Minnesota, University of North Dakota, Oregon State Agricultural College, University of South Dakota, University of Southern California, University of Utah, Washington State College, University of West Virginia.

Class C. Baylor University, Carleton College, DePauw University, Goucher College, Vassar College, Washburn College, Mills College, Cornell University.

In making these ratings only institutions which have a recognized Class A academic standing and high classification in professional work other than journalism were considered. The classification should not be interpreted to discredit the instruction given in individual courses in journalism in Class B and C schools but rather to place a graded value upon the whole system as preparation for the profession. To say, for example, that the school which offers specialized instruction under several men in from fifteen to thirty important branches of journalistic work should be given the same rating as a school offering four academic electives under one man, with no definite organization of the work, is an unfair discrimination in favor of the weak and inadequate system.

The same criticism holds for the 156 colleges and universities offering from one to three courses. How may these be fairly compared with the separate organizations as highly specialized as the schools of law and medicine? How shall we choose from a list of from twenty to thirty courses three that will take the place of all?

The range of instruction offered in the classified schools is shown in the fol-

lowing partial list of courses now offered in the larger schools of journalism: newswriting and reporting, news analysis, advanced newswriting, history of journalism, ethics of journalism, copy reading and headline writing, editorial writing, literary and dramatic reviewing, newspaper library, newspaper illustration, newspaper direction, principles of writing, principles of advertising, writing of advertising, advanced writing of advertising, selling of advertising, advertising campaigns, country newspaper, agricultural journalism, trade and technical journalism, law of libel and privacy, French journalism, technique of printing, advertising design, cartooning, psychology of news and advertising, research in journalism.

Included in this list are what might be called eight or ten basic courses which every Class A school has imposed in its own requirements for the bachelor's degree in journalism. These courses include: six hours or credits in reporting, six in editing, four to six in history and ethics of journalism, and a choice of one or more semester courses in features, editorials, critical writing, and advertising. To complete the total number of journalism credits required the student is offered such electives as law of the press, country journalism, short story, psychology of news and advertising and other courses in the general list.

Steps taken at recent journalistic conventions in the interest of standardization and specialization assure an early organization of national standards to be imposed by the general associations. Personal inspection of all schools and courses in journalism, by a special committee, was arranged by joint action of the Association of Teachers of Journalism and the Association of Schools and Courses in Journalism at their national conventions during the Christmas holidays. The report of this committee will be considered in the formulation of a standard minimum of instruction for professional schools and courses in journalism.

SERIOUS SUBJECTS CONSIDERED ON CORNELL PROGRAM

The program of meetings for the Cornell chapter of Sigma Delta Chi includes discussions on definite problems of modern journalism, such as postal and zone law questions, copyright laws, editor versus author, libel laws, how the editor selects his medium, and others.

Among the speakers for these talks the chapter has scheduled Morris Bishop, Mr. Osborne, of Barton, Durstine and Osborne and William Allen White.

WESTERN RESERVE GIVES LUNCHEON TO YOUNG JOURNALISTS

A luncheon for members of the weekly staff of the University newspaper and students interested in journalism, was one of the recent functions of the Western Reserve chapter of Sigma Delta Chi.

Thirty-three men attended the luncheon and heard short talks on the profession of journalism given by Prof. Walter Graham of the University. Ralph W. Bell, executive secretary of the University and a member of Sigma Delta Chi, and David Dietz, editorial writer and radio editor of the Cleveland Press, also a member of Sigma Delta Chi.

Rankin McCaskey, president of the Reserve chapter, presided at the luncheon. He outlined the future aims of the chapter on the campus. "The Reserve publishes one of the best college newspapers in this part of the country," he said. He further pointed out that it was through the ideals of Sigma Delta Chi that the publication could hope to hold the record it has attained.

Professor Graham spoke of the purpose and results obtained through the course in journalism at Western Reserve. Mr. Bell touched on the history of the local chapter of Sigma Delta Chi, pointing out how journalism is connected with advertising and publicity work. Mr. Dietz stressed the importance of the young journalist creating an individual style of his own.

MARQUETTE CHAPTER ESTABLISHES NEW COOPERATIVE ORDER

The first chapter of the Intercollegiate Cooperative Society has been established at Marquette through the energy of members of Sigma Delta Chi, Marquette chapter.

With the assistance of the Rev. John Reiner, S.J., professor of Ethics and Social Relations at Marquette University, who also has made a study of cooperation for several years past, the movement for the Marquette chapter was set under way last autumn. Communication with several of the larger and reputable national organizations in cooperation was undertaken, and the formation of the intercollegiate chapter at Marquette resulted.

The sole purpose of the organization is the study of cooperation in all its phases; from the consumer, wholesaler, producer and financial organization. Cooperation as it is in force in European countries is especially studied because it has proved successful in these countries, in fact where-ever attempted.

Inquiries from schools of every section of the country and Canada are coming to the Marquette organization principally relating to method of organization and scope or purpose. Much interest is being manifested in this movement according to officers of the Marquette unit.

Albert P. Schimberg, president, Ray H. Pfau, vice-president, Arthur J. Hantschel, Clarence Sievert and other Marquette chapter, Sigma Delta Chi members are enrolled in the new organization. It is not intended as an operating organization but for the sole purpose of study of the movement.

GIVES INFORMAL DINNER DANCE AT HOTEL WISCONSIN

One of the more recent functions of the Marquette chapter of Sigma Delta Chi, was an informal dinner dance in celebration of National Founders' Day, April 17, at the Hotel Wisconsin in Milwaukee.

Programs in black and white with the insignia of the Fraternity in gold, the whole design being a duplicate of the banner designed for the Chapter by a committee headed by Sidney Lechleider, and a place card in the same design designated the plates of the guests. Covers were laid for about thirty.

Walter J. Abel, Dean of Journalism at M. U., acted as toastmaster, and called on the Rev. John Danihy, regent of the School of Journalism; Bertram Zilmer, Wisconsin '20, president of the Milwaukee alumni chapter; and Charles T. Byrnes, president of the Marquette chapter. Mr. Zilmer outlined the past work of the Fraternity and the plans for the alumni of the national body.

GRIDIRON BANQUETS AT PURDUE ARE SUCCESSFUL

Purdue chapter of Sigma Delta Chi is rapidly assuming a leading place among the organizations of the school. The Gridiron banquets, both last year and this year, were successful. This annual banquet is being looked upon now as the biggest event of its kind during the school year.

The Men's Press Club has been organized to promote interest in journalistic endeavor and to act as a feeder to S. D. C. To date the club has succeeded in getting several speakers of note from the publications over the state to speak.

The chapter elected nine men to membership this spring and will have a public pledging ceremony next week.

S. D. C CHAPTER IS INSTALLED AT THE U. OF NORTH DAKOTA

A formal banquet recently closed the installation ceremonies of Sigma Delta Chi at the University of North Dakota. Lawrence W. Murphy, head of the department of journalism at the University, an alumni member of the Wisconsin chapter, Sigma Delta Chi, was in charge of the ceremonies. Ten men were initiated into the new chapter.

The North Dakota chapter was granted to the Gridiron, a local organization. At the installation, Paul Samuelson, managing editor of the university weekly, who acted as delegate for the Gridiron to the national conclave of Sigma Delta Chi at Ames, gave a few side-lights on the convention, taking extracts of speeches concerning the ideals of Sigma Delta Chi and the place the fraternity holds in the field of journalism throughout the country.

The following officers were elected for the coming year: President, Walter C. Foley; vice-president, Paul Samuelson; secretary, Leslie Erhardt; treasurer, Richard S. Watson.

One of the first moves of the new chapter was a decision that the chapter would do all in its power to obtain a full department of journalism at the University of North Dakota. The course in journalism now offered there is new and incomplete. The chapter further has planned to arrange a conference of high school editors in that territory at the annual spring tournament.

MONTANA CHAPTER WILL BE HOSTS TO SCHOOL EDITORS

The Montana chapter will be hosts to the Interscholastic Editors' Association during the annual interscholastic meet which will be held May 9-13. The association is composed of the editors of the high school papers of the state. The Montana chapter will aid in the perfection of the organization and will provide entertainment during the editors' visit.

Four men were recently pledged by the Montana chapter. They are: Robert Fredericks, editor board of the Kaimin (school paper); Harry Houle, feature editor of the Kaimin; William Flaherty, assistant news editor; Bert Guthrie, reportorial staff of the Kaimin. The pledges will edit the "Razz" edition of the Kaimin in the near future. This edition is the most popular one of the year.

Harry Houle (Montana) is manager of the Montana Grizzly baseball team. The Grizzlies have won the Northwest

Conference Championship for the last two years.

Three members of the Montana chapter were on the honor roll for the winter quarter. The men were: Bert Guthrie, Neil McKain and Alfred Schak.

KEEPS BUSY AFTER FORTY-THREE YEARS OF EDITORIAL WORK

In almost every business and profession men and women, when they begin to reach the ripening age of experience, gather their robes about them and disappear from the horizon of activity, and in reclining chairs dote on the happen-



Charles W. Lechleidner

ings of their early days. They think of it is, they talk about that; in their meandering whisperings they visualize the achievements and failures sprung from golden hopes of youth. They started the ball rolling in their prime—and kept it going; but sage-like they surrender it to others more young and enthusiastic at the first sign of hair turning gray.

Not so in the newspaper profession. The fascinating lure of service and youthful dreams seem never to appease their hungry minds. The daily grind of copy gathering, editing and preparation for the news hungry nerve-tired business man, and laborer streaming home for sustenance and rest, cannot maul and cringe the lover of the game—the newspaper game.

After more than forty-three years of it in small and large offices of the Middle West, Charles W. Lechleidner, genuine old-timer, associate member of Marquette chapter, Sigma Delta Chi, is still at it. But his berth now is more dignified though none the less grinding. As

head of the Marquette University Press, in charge of producing literature varying from a small weekly newspaper to large and bulky annuals, with magazines, pamphlets, bulletins, catalogs and text books as fillers, he still finds time to instruct the rising young journalists of tomorrow in the technic of page make-up, type selection, front-page balance and artistic get-up of news matter. He demonstrates the right and wrong way of news editing from copy reading to page proofing. As a journalist he is old in years but young in spirit, and they call him "Uncle Charley" for short.

NEBRASKA CHAPTER LETTER ANNOUNCES PLANS FOR YEAR

Sigma Delta Chi of the University of Nebraska announces in their chapter letter a program of raising the standard of journalism at their institution. The chapter has been busy at this task for several months.

A recent development has been the establishment of a day when the chapter will act as hosts to editors of high school papers. The young editors will be taken through the plants of Lincoln newspapers and about the campus on an inspection tour of workrooms of the various student publications. In the evening a banquet will be given in their honor to which prominent journalists throughout the state will be invited.

The letter further states that they are planning to publish a souvenir homecoming publication to be distributed to alumni at the first annual homecoming week at the University to be held June 1-3.

Sigma Delta Chi and Theta Sigma Phi work together at the University, the letter says. The combined organizations successfully produced a play on the annual University Night.

On March 5, Reed S. Reynolds, Ward Randolph, Herbert Brownell, Jr., Edward Buck and James Fiddock were initiated into Sigma Delta Chi. A spring initiation is planned to be held in May, at which time two pledges, Charles Mitchell and Mark Werner, will be initiated. Practically all offices on University publications are held by Sigma Delta Chi men, according to the chapter report.

ITS PETITION IS WITHDRAWN

The State College of Washington Press Club, Pullman, Wash., by unanimous vote, has withdrawn its petition for a charter in Sigma Delta Chi. The petition was considered at the annual convention at Ames, Ia., last fall. At that time the petition was laid on the table for one year.

AGGIES PLAN FOR CONVENTION

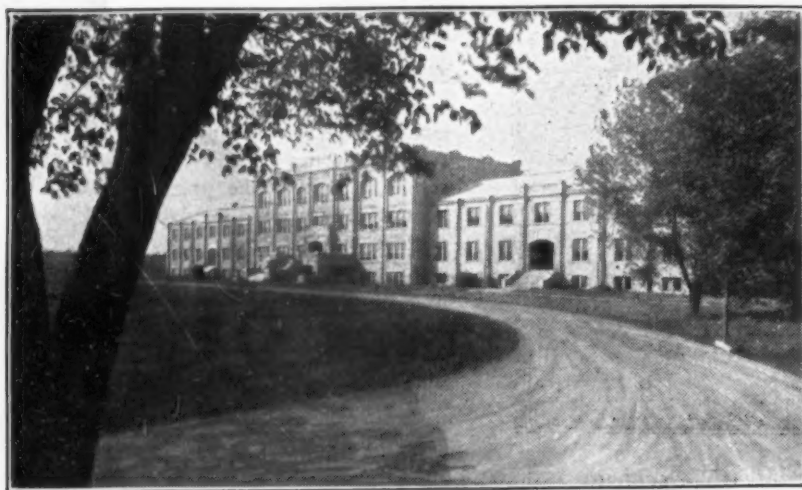
K. S. A. C. Chapter Is Getting Ready for Meeting Next Fall.

PLANS for the eighth annual Sigma Delta Chi convention which is to be held at Manhattan, Kan., next fall are rapidly taking form. The Kansas State chapter is already organized into efficient committees which are busy making arrangements for the coming convclave. The exact date for the convention has not yet been set by the national officers. It probably will be held the latter part of November.

The 1921 convention exhibited



View of the Campus of the Kansas State Agricultural College. The Administration Building Is Seen in the Distance.



New Engineering Building, at Kansas State Agricultural College.

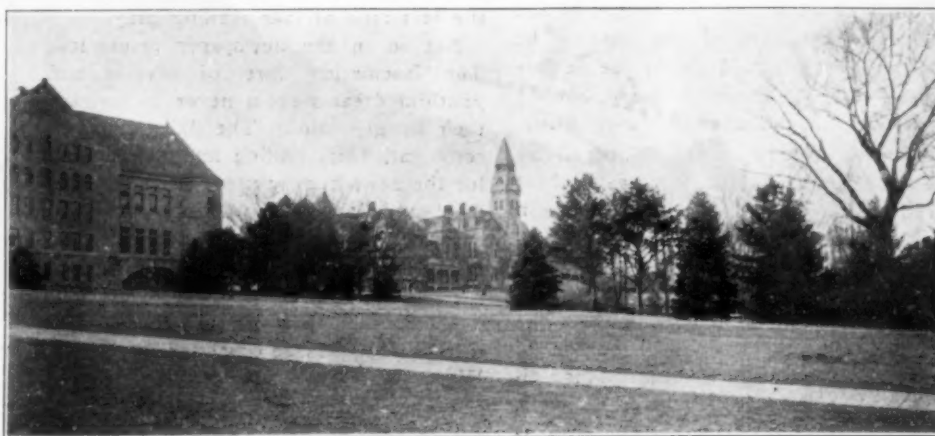
unusual judgment in voting to hold its next annual meeting at Manhattan, the chapter here believes. The Kansas State Agricultural College, being near the geographical center of the United States, is ideally located as a convening place for the fraternity. The school has good railroad connections, being on the trunk lines of the Union Pacific and the Rock Island. The chapter has the support of both the college and the city of Manhattan in providing for the entertainment of the visiting delegates and alumni. A smoker, a dance to be given by the Theta Sigma Phi sorority, and a big banquet to be held in the ball room of the college's new \$100,000 cafeteria, are a few of the recreational features thus far scheduled to liven up the evenings.

It is planned to dispense with the regular business of the convention in the first two days of the meeting and on the third day for the entire delegation to motor to Topeka where it will be the guest of the

Capper publications. The Capper organization embraces eleven different papers and includes the world's largest farm press. The Topeka Press Club—a live group, by the way—has promised to give the convention an agreeable finis in the form of a big banquet at one of the city's best hotels.

The coming convention affords Sigma Delta Chi men an excellent opportunity to become acquainted with the exceptional work that is being done at the Kansas State Agricultural College. The college, which has an annual enrollment of more than 3,000 students, offers courses in journalism, engineering, agriculture, home economics, general science and veterinary medicine. Due to the extensive building program which includes the new engineering building just completed, a \$100,000 cafeteria, a new section for the agricultural building and a \$350,000 stadium, the enrollment for next year is expected to be greatly augmented.

In spite of the reputation of the college as an agricultural institution, the enrollment in engineering even exceeds that of the agricultural division. The school of engineering has a large and well-equipped building. The division ranks



View of the Kansas State Agricultural College Campus.

seventh in quality of work done of all the engineering schools in America. The building program now under way will, by next fall, enable the school of journalism to have an entire building to itself, in which it is planned to have provided a Sigma Delta Chi meeting room. With the enlarged quarters and with the six new members recently added the Kansas State chapter should be prepared to handle the convention at Manhattan next fall.

SPECIAL EDITION IS ISSUED BY NEOPHYTES OF OREGON CHAPTER

Three new members were elected by the University of Oregon chapter early in February. They were: Jay Allen, Jr., '22, of Seattle; Philip F. Brogan, '23, of Antelope, Ore.; and Edwin Hoyt, '23, of Manhattan, Mont. Initiation for the new members was held February 19, preceding which the neophytes supervised the publication of an issue of the Oregon Daily Emerald.

This special edition of the Emerald was made up in imitation of the San Francisco Examiner. Dean Eric W. Allen of the school of journalism, who was the author of an article in one of the past issues of the Quill frowning upon the practice of having the candidates put out a paper, praised the work of the three men very highly and specifically exempted them from any of the adverse criticism contained in his article.

All of the new members are prominent in the work of the school of journalism. Allen came from Washington State College two years ago to take up journalism and in addition to his classroom work he has had a large amount of practical experience on Seattle and Eugene papers. Brogan is one of the daily news editors of the Emerald and has also done city work for several of the state papers. Hoyt is present sports editor of the Emerald and has been a consistent worker on the staff in past years.

Members of the chapter took an active part in the planning and execution of the second annual conference of the Oregon High School Press Association held on the campus April 14 and 15. The chapter was active last year in making arrangements for the initial conference. In addition to the editors of high school annuals, newspapers and magazines who were on the campus for the week-end, there was a conference of the presidents and secretaries of the student bodies of a number of the high schools of the state. These delegates also formed an organization and it is planned to have their meetings annual affairs. Problems of the organization of high school stu-

dent bodies and of high school life in general were discussed at this conference. At two of the sessions the groups of editors and officers met together.

A formal dance was given by the Chapter February 24. Seventeen couples were present, including Dean and Mrs. Eric W. Allen and several alumni. As a feature the women were given linotype slugs on which were set the names of their partners for the next dance and some of the less journalistically inclined of them required aid before they could decipher the slug.

HAS LEADING PART IN PRESS MEETING HELD AT STANFORD

The Stanford S. D. C. chapter had a leading part in the second annual convention of the Western Intercollegiate Press Association, held at Stanford April 17 to 19. Brother W. C. Evans, who is president of the association by virtue of his position as editor of the Daily Palo Alto, presided at the sessions. Brother Paul H. Clyde, an instructor in journalism in the University, and correspondent for the San Francisco Chronicle, spoke to the convention on the problems of the campus correspondent. Brother William F. Leiser, former editor of the Daily Palo Alto, spoke on "Staff Management, Selection, and Promotion on College Papers."

Among other topics discussed at the convention were the campus humorous publications and advertising in college papers. Ernest J. Hopkins, a San Francisco newspaper man; Brother Robert Donaldson, now connected with the San Francisco office of the United Press; and Prof. E. E. Robinson, of the Stanford history department, also spoke at the convention.

Prof. Robinson also addressed the chapter at a dinner meeting last quarter on "The Press and the Washington Conference". The chapter will resume its dinner meetings in the new Union in the near future.

The editors of the four Stanford undergraduate publications and the one alumni magazine are all members of the Stanford chapter of Sigma Delta Chi.

MARQUETTE CHAPTER IS AFTER A PRIZE IN QUILL CONTEST

To care for the increasing number of activity notes, and to cover all items for the prize contest started by the Quill for chapter activities, Marquette chapter started a system whereby activities of members are recorded at the earliest moment in a chapter activity book. When

compiled for a given period, the notes are edited, and forwarded to the Quill. This eliminates possibility of slip-ups in names and data concerning activities, and gives a ready reference at any time.

Edmund S. Carpenter, Oswego, Kan., Marquette chapter, Sigma Delta Chi, was elected to the Union board of Governors (of M. U.) from the journalism department for the year 1922-23. He succeeds Arthur J. Hantschel, Sigma Delta Chi.

Activities of Marquette chapter Sigma Delta Chi members are not confined to class and professional achievements. Ray H. Pfau, Indianapolis, Ind., Clarence Sievert, Fort Atkinson, Wis., and Allan T. Lenicheck, Milwaukee, represented the journalism school in an inter-departmental debate series.

To care for members of the Chapter who become ill and are taken to hospitals, Marquette chapter has adopted a system of sick committees and visit arrangements. The first member to have such care is Arthur A. Tiller, a veteran of the European war, confined to St. Mary's Hospital, Milwaukee, for an operation on the skull.

Guy L. Helms, Salisbury, N. C., has accepted a position on the United Press, after class hours. He is associated with Joseph E. Helfert '21, alumni member, who is Wisconsin State manager for the United Press.

Two members of Sigma Delta Chi, the only students in journalism to receive the honor this year, were chosen for Phi Epsilon, Marquette University Journalism Honorary society. They are Allan T. Lenicheck, Milwaukee, and Guy L. Helms, Salisbury, N. C.

Chester H. DuCloe, a member of Marquette chapter, Sigma Delta Chi, has been appointed on the editorial staff of the Trade Publishing Company of Milwaukee. Mr. DuCloe has in his charge the technical editing of Internal Combustion Engines, a section of the magazine.

AMES STAGES BIG EVENT OF YEAR IN GRIDIRON BANQUET

"The biggest event of the year" was the way members of the faculty of Iowa State College and business men of Ames characterized the seventh Gridiron banquet given by the Iowa State Chapter of Sigma Delta Chi, April 19.

For five hours 200 Gridiron guests were kept in a roar by the stunts that had been prepared for them. At 7 o'clock in single line the guests were led through an adaptation of Dante's Inferno. They were taken into a heating

(Continued on page 26)

RECENT NEWS OF THE BREADWINNERS

Harold J. Godschalk (Oklahoma, '20), is managing editor of the Daily Eagle, Enid, Okla. He spent last year in Columbia University, New York, and was for a time on the staff of the Daily Oklahoman, Oklahoma City, before assuming the position in Enid.

W. T. Huff (Oklahoma, '20), formerly of the staff of the Oklahoma Leader, Oklahoma City, is now a reporter on the Daily Phoenix, Muskogee, Okla.

Dewey H. Neal (Oklahoma, '21), president of the Oklahoma chapter for two years, is news editor on the Evening News, Ada, Okla.

James P. Shofner (Oklahoma, '21), is manager of the Press Publishing Company, Rogers, Ark., and editor of the magazine of the Mutual Aid Union, a fraternal organization.

Edgar T. Keller (Oklahoma, '20), is editor and business manager of the Advance-Democrat, Stillwater, Okla., a weekly paper in which Jess W. Hoke, an active member of the Oklahoma chapter, purchased an interest some months ago. Keller is managing the paper until Hoke completes his course in journalism at the University of Oklahoma in June.

Ennis M. DeWeese (Oklahoma, '21), who was business manager of the Oklahoma Daily, University of Oklahoma, last year, is now managing editor of the Daily News, Hugo, Okla.

The Sooner, annual of the University of Oklahoma, will be dedicated this year to H. H. Herbert (Illinois-Oklahoma), director of the Oklahoma School of Journalism. This honor is in recognition of his work in building up the school during the nine years he has been affiliated with it.

Byron L. Abernethy (Missouri), now has charge of the Associated Press at Jefferson City, Mo.

Charles Nutter (Missouri), is telegraph editor of the Four States Press at Texarkana, Tex.

Edward B. Smith (Missouri), left in February for Tokyo, Japan, where he is employed on the Japan Advertiser.

Frank L. Abbott (Missouri), has gone into country newspaper work with an uncle in Osceola, Iowa.

Fred Ellsworth (Kansas) is with the Pratt Daily Tribune.

Claude M. Gray, (Kansas) is on the market desk of the Kansas City Star.

Roger Triplett (Kansas) editor of the Pittsburgh (Kan.) Sun, turned out what is believed to be the first 100 per cent machine-set paper in Kansas. The issue was dated February 3, and shows the distinct advantage of machine-set methods over the old hand-set.

Charles Roster (Missouri '17) has been with the Caller of Corpus Christi, Texas, since March, 1919. He is now managing editor and advertising manager of the paper.

Edward B. Swanson (Washington), is now secretary to the director of the Bureau of Mines at Washington, D. C. In addition to this work he is contributing to technical magazines.

J. Phillip O'Neil (Washington), is on the telegraph desk of the Tacoma Ledger. J. Ernest Knight (Washington) is city editor and Howard J. Perry (Montana) is industrial editor of the same newspaper.

John T. Crowe (Montana), is reporting for the Tacoma Times. Ralph Benjamine (Washington), is managing editor of the Times.

Paul Harvey (Kansas '10), is telegraph editor of the Tacoma News-Tribune. Mr. Harvey is the tenth member on the rolls of Sigma Delta Chi. He headed the petitioning list from Kansas, the Beta chapter.

Charles B. Welch (Washington honorary), is managing editor of the Tacoma News Tribune.

Frank S. Baker (Washington honorary), is publisher of the Tacoma News-Tribune and Tacoma Ledger.

Clark Squire (Washington), is editor of the Puyallup Tribune, a weekly publication covering the Puyallup Valley.

Percy Stone (Montana), is now writing book reviews for the Bookman. He lives in New York.

Paul Nieman (Washington), is reporting on the San Francisco Chronicle. In

addition to his reporting Mr. Neiman has won national recognition as a marathon runner in the A. A. U. meets of California.

Emerson Stone (Montana), is with the Community Service Corporation on the Atlantic Coast.

George R. Merrill, Jr. (Cornell, '21), recently passed the State Department examination for the diplomatic service with a high rating and has been assigned to the position of Third Secretary of Legation at The Hague, The Netherlands.

Elwyn B. White (Cornell '21), and Howard B. Cushman (Cornell '22) are syndicating, for a number of small dailies, a series of humorous letters signed "Ho and Hum" describing a Fliver trip which they are taking from New York City through the Middle West, the Rockies and along the Western Coast. White was editor of the Cornell Daily Sun and Cushman was editor of the Cornell Widow, the college humorous publication. They expect to make part of their expenses in this way and have already had quite a bit of their stuff published. "All we have with us," they state, "is 'Hotspur' the Ford, one dictionary and a Corona."

Three members of the Beloit chapter are on the staff of the Beloit Daily News. Mason Dobson (honorary) is city editor. Donald Bushnell, '20, and Robert Edwards, '22, are reporters.

Willis Thornton (Western Reserve) is a reporter for the Cleveland Press. Recently he published a series of articles in that paper on the conditions as they existed in the county jail located in that city.

Wilford Allen, Jr., (Oregon '23) is now city editor of the Grants Pass Courier, having dropped out of the university at the end of the winter term to take the position. He will return next fall to complete his course in the Oregon School of Journalism.

Harold Newton (Oregon '19) has been appointed vice-consul at Kobe, Japan, according to a letter received from him by friends at the university. For a time after his arrival in Japan, Newton was on the staff of the Nichi Nichi Shimbun, one of the leading Japanese newspapers, but

he has gone into the diplomatic service, where he says his journalistic training is proving of value. Newton saw E. E. Brodie, president of the N. E. A., in Kobe while the latter was on his way to Siam, where he is now United States Ambassador.

Earl Richardson (Oregon '20) is one of the proprietors of the Clatskanie Chief. Richardson left the staff of the Portland Oregonian to purchase an interest in the paper.

Wallace Perry (Oklahoma honorary), formerly of the staff of the Daily Oklahoman, Oklahoma City, is now editor of publications in the Agricultural and Mechanical College at Stillwater, Okla.

William A. E. Leitzinger (Michigan '20) is now managing the advertising department of Leitzinger Bros. Stove Co., at Clearfield, Pa.

Kendrick Kimball (Michigan '19) is covering the police beat for the Detroit News.

Herbert R. Slusse (Michigan '20) is an instructor in the department of journalism at the University of Colorado.

Bruce Millar (Michigan '20) heads the publicity department of the State Bureau of Public Health in Michigan.

Mark Ehlbert (Michigan '20) is national president of Pi Delta Epsilon. In addition, he is also head of the Ehlbert Advertising Agency of Chicago.

Lyman Bryson (Michigan '20) is located at the University of Michigan where is instructing in rhetoric in the College of Engineering.

Chesser M. Campbell (Michigan '21) has recently returned from Europe where he has been on the staff of the European edition of the Chicago Tribune.

Hughston McBain (Michigan '23) left the University at mid-year to visit Europe. At present he is in Egypt where he is engaged in newspaper correspondence work.

Seymour E. Corsline (Montana) has left Spokane and is now employed by the Great Falls Tribune, Great Falls, Montana.

Thomas Wade (Montana) is sports editor of the Anaconda Standard.

Clarence Streit (Montana) is the Rome

correspondent for the Philadelphia Public Ledger.

Percy Stone (Montana) is now on the book review staff of the Dial and the Bookman in New York City.

Lloyd Thompson (Montana) is making a tour of Mexico to get first hand information of the Mexican situation.

Eugene McKinnon (Montana) is city editor of the Livingstone Enterprise.

Clinton Crews (Montana), due to his reportorial ability, has been promoted to feature editor of the Los Angeles Express.

Joseph Townsend (Montana) is now in the employ of the Great Falls Tribune.

Max Goodsill (Knox), former editor of the Galesburg Evening Mail, has been selected to take charge of the publicity work of the Northern Pacific railroad. After leaving the staff of the Galesburg paper, Goodsill became secretary of the Helena Commercial Club, Helena, Mont. At the time of his resignation there the Helena newspapers paid a tribute to his work.

Paul Greer (Michigan), a staff representative of the Omaha Bee, has made a tour of Nebraska, seeking accurate and definite information as to conditions in the state. His articles have been reprinted from the Bee in a bulletin with the title, "All's Well With Nebraska."

Stewart D. Owen (Illinois), has been made telegraph editor of the Huntington Advertiser at Huntington, W. Va.

Ralph Peltz (Illinois), is engaged in editing his father's paper, the Clinton Journal, Clinton, Ill.

Ralph T. McQuinn (Illinois) has left the Detroit News and is now working for the Journal-Transcript in Peoria, Ill.

Kenneth W. Clark (Illinois) is branch manager for the United Press at Cleveland, Ohio. He expects to be moved to the Washington, D. C. bureau of the association in June.

H. Gordon Hullfish (Illinois) is an instructor in philosophy at Ohio State University this year. Not forgetting his alma mater chapter he returned to Illinois April 25 to act as honorary "roastmaster" at the annual Gridiron banquet.

Robert A. Drysdale (Illinois) is a

special writer for the Illinois State Journal at Springfield, Ill. He has been in the employ of this paper since his graduation.

Ernest R. Boileau, (Marquette '21), is at present on the staff of The Sun, Waukegan, Ill.

George A. Dundon, Escanaba, Mich., and Arthur Wiesner, Milwaukee, on the staffs of the Milwaukee Journal and the Milwaukee Sentinel, respectively, were recently elected to membership in the Milwaukee Press Club. They were graduated from the Marquette School of Journalism in 1921, and are alumni members of Sigma Delta Chi, Marquette chapter.

Willard H. Campbell (Oklahoma '20), formerly instructor in journalism in the University of Oklahoma, has entered the advertising field and is now advertising manager for the largest department store, a leading furniture store and a cleaning and pressing establishment in Norman. He is associate editor of the Southwestern Cleaner, published at Tulsa, Okla., by the state association of cleaners and dyers.

Fred B. Shepler (Oklahoma '15) and Ned Shepler (Oklahoma '19), owners and publishers of the Constitution, Lawton, Okla., have recently established a Sunday edition of the paper, carrying the United Press leased wire report.

Wesley I. Nunn (Oklahoma '18), who until February had been on the staff of the Southwestern Advertising Company, Oklahoma City, Okla., is now advertising manager of the Maryland Rehning Company, Ponca City, Okla. Recently he has been writing a series of articles on advertising for the Filling Station, published at Houston, Tex., and the Petroleum Refiner, Kansas City, Mo.

Fayette Copeland, Jr. (Oklahoma '19), is now publicity manager and organizer for the community institutes being conducted in Oklahoma by the extension division of the University of Oklahoma. The institutes are conducted by a staff of experts in various phases of community life.

Morrison R. Toomer (Oklahoma honorary), now engaged in political writing for the Oklahoma News, Oklahoma City, has been writing a series of political leaders' biographies under the title, "Mirrors of Oklahoma," which has attracted wide attention throughout the state. The "Mirrors of Oklahoma" are modeled to a certain extent upon the "Mirrors of Washington".

HOW MEMBERS OF MICHIGAN CHAPTER ARE KEEPING BUSY

While Michigan chapter of Sigma Delta Chi knows that it is fatal to rest on its journalistic oars, it nevertheless feels that its existence on the campus has been justified. There is not a man in the chapter whose membership is not justified by merit.

Journalism at Michigan comprises activity on the Daily, the Chimes, the monthly reflector of campus opinion, the Michiganensian, the year book, and the Gargoyle, the monthly humorous publication. Of these the Daily commands the largest force, and is the most important publication the year 'round.

Thornton Sargent, Jr., is Sunday magazine editor of the Daily. Joseph Rernstein is news editor. Hugh Hitchcock, who recently left school, was former night editor and assistant managing editor. Brewster Campbell is this year's managing editor. Renaud Sherwood has been night editor. At present he writes some of the book reviews for Chimes. Thomas Adams was formerly news correspondent for the Booth Syndicate. Francis M. Smith is managing editor of Chimes for the present year. Martin B. Stahl is a night editor on the Daily, also chairman of the publicity committee for the Michigan Union and the Mimes Opera. Paul Watzel is also night editor on the Daily. James Frey is managing editor for this year's year book, the Michiganensian. Sidney Coates is music editor of the Daily. Harry Crundy is assistant sport editor on the Daily and frequently writes sport articles for Chimes. Hughston McBain, who has since left school, was night editor on the Daily. Andrew Brown is news correspondent for the Detroit News and also sports writer for the Grand Rapids Press. Robert Sage writes feature articles for the Daily and book reviews for Chimes. James Hume is the business manager-elect of Chimes. George Brophy, who was managing editor of the Daily last year, is now general secretary of the Michigan Union. Stewart Beach was formerly a night editor on the Daily, and is at present a writer of book reviews and literary criticisms. Gage Clark is in the business department of the Daily. Gerald Overton is a night editor on the Daily. William W. Ottaway is publicity man for Michigan Spotlights and dramatic affairs. Norman Damon is on the swimming pool committee at the Union. Clarence Hatch is correspondent for the Detroit Free Press, and assistant in the Fine Arts department. Edwin Meiss is humour editor of the Daily and is on the Daily editorial board. Wallace Elliott has left school. He was on the sports staff of the Daily, and was also intra-

mural sports manager. E. Parrish Lovejoy is the Daily city editor. Robert Adams is a night editor on the Daily. Leo Hershdorfer is on the editorial board of the Daily. Hershdorfer is also in charge of the Junior Yearbook. Hardy Hoover is on the Gargoyle staff, also writing fiction for Chimes. Herbert S. Case, who until recently was an issue editor on Chimes, writes features for newspapers and Chimes.

ACTIVITIES OF OLD AND NEW MEMBERS OF OREGON CHAPTER

Harold Readon, Oregon State, '22, has accepted a position with the Hicks-Chaiten Engraving Company to handle all contract work. Readon is president of the student body this year.

Alfred L. Koeppen, Oregon State, '23, has been selected as editor of the Orange Owl, the campus humorous publication, for next year. Fred Kelly, '23, is to be business manager. A chapter of Hammer and Coffin was recently granted to the Orange Owl staff and the following Oregon State men were initiated: Claude Palmer, '22, Homer Roberts, '23, Alfred L. Koeppen and Fred Kelly. Many Sigma Delta Chi men attended the installation.

Three men prominent in activities have pledged to the Oregon State chapter. They are: Raymond Graves, Oscar Anderson and William de Macedo, all members of the class of 1923. Graves is a night editor on the Barometer and athletic editor of the 1923 Beaver. He is a member of Scabbard and Blade. Anderson is a neophyte in Hammer and Coffin as well as a wearer of the green feather. He is a night editor on the Barometer and a member of the 1923 Beaver staff. William de Macedo, a native of Canada, is also a night editor on the Barometer and a member of the 1923 Beaver staff. He was recently initiated into Alpha Zeta. He plans to take up agricultural writing and is feature editor of the Oregon Countryman.

OKLAHOMA CHAPTER NOW HAS FIFTEEN MEMBERS ON ROLL

With the initiation of six new members on May 2, Oklahoma chapter attained the highest mark in active membership since its establishment. Fifteen members now make up the active roll. Ordinarily the Oklahoma chapter, on account of its conservative pledging policy, has from eight to twelve members.

New members initiated May 2 include the men who, without doubt, will be in charge of campus publications in the next two years. Buffington Burtis, sopho-

more, Muskogee, Okla., is business manager of the Whirlwind, recently established comic magazine. Merwin Eberle, sophomore, Oklahoma City, is a reporter on the Oklahoma Daily, besides being a special writer for several trade and technical publications. Vinson Lackey, senior, Norman, Okla., has been art editor of various campus publications during his course in the university. This year he is art editor of the Sooner, university annual, and a member of the art staff of the Whirlwind. Almer S. Monroney, sophomore, Oklahoma City, is sport editor of the Oklahoma Daily, and has had experience as a reporter, desk man and business assistant on Oklahoma City newspapers. Edwin S. Kerrigan, junior, Tulsa, is on the art staff of the Sooner and the Whirlwind. His work as a cartoonist has attracted favorable attention and is much sought after by campus publications. Guy P. Webb, sophomore, Wakita, is night editor of the Oklahoma Daily, and has also done some special writing for publications in the field of visual education.

MISSOURI PUTS ON ITS FIRST GRIDIRON BANQUET MARCH 15

The first Gridiron Banquet held by the Missouri chapter March 15 was a success. Two hundred of the most prominent members of the University faculty, business men and students were invited and about 150 attended. The success of the banquet can be laid to three things: The splendid work of Brothers Rodgers and Wilson in arranging the program, the equally excellent work of Brother "Bob" Hill, who acted as toastmaster, and the spirit in which the guests took the roasts that were directed at them. Plans for next year's banquet are already under way.

Initiation was held recently for R. L. Hill and J. Williams. "Bob" Hill, who is a student in the School of Journalism is also president of the Columbia Commercial Club and a live-wire member. Brother Williams, who has been absent from the University for some years, returned this fall. He is University publisher. Initiation was also held for Kenneth Sidney, Samuel Holland and C. C. Tucker.

Irvin S. Cobb, who was to have spoken here in March, was ill and unable to fill his engagement. It had been planned to hold Gridiron banquet in connection with his visit here.

Plans for entertaining visiting members of the fraternity during Journalism week are being made by the chapter. Owing to the fact that so many members left at the end of the winter term only a few will be left to carry on the work.

Ohio Journalists' Code of Ethics

(From time to time the Quill will publish codes of ethics. The following code was prepared by the class in newspaper ethics and principles in the department of journalism of Ohio State University, Columbus, and has been published in the Ohio Newspaper of that university. The Ohio Newspaper invites criticisms and suggestions from newspapermen of the state.)

PREAMBLE: With the growth of the newspaper into an influential institution the profession of journalism has become one of widespread opportunities and duties. The press exists by the sanction of the public. If it is to prove its right to such sanction and hence to existence, it must adhere to high standards of conduct, for only by such a course can it carry out its obligation to the public which supports it. The standards which must govern journalism are fundamentally those of accuracy and fairness, but as the definition and application of these principles are desirable it is the purpose of this code to set down certain canons with the understanding that they do not cover the whole field.

PUBLIC SERVICE. A newspaper should have as its constant purpose the rendering of public service in the way of political, social, and economic improvement and in the dissemination of facts and editorial comment that will lead to the awakening of public conscience and public realization of duty and patriotism. It should be fearless in the stand it takes for good. It should foster all movements toward these desirable goals and should wage unrestricted warfare against movements that would result disastrously for the community, nation, or mankind.

TRUTH: The newspaper must preserve accuracy and fairness in news and editorial. Fidelity to the truth is of the first importance. Ethical journalism cannot excuse preventable error, nor countenance dishonesty in its own methods.

IMPARTIALITY: If a straight news-story has more than one side, all should be printed in the same issue. It is not fair to print one version in one issue and another in the following, as there is no assurance that each reader will see every edition.

JUSTICE: Every injustice done by the newspaper should be corrected at the earliest possible moment,

ent, conspicuously and ungrudgingly. This is not merely to avoid a threatened lawsuit but to insure justice and fairness to all.

MALICE: The newspaper must not show malice, for by doing so it displays unfairness and cowardice—unfairness to the readers who may not perceive the motives, cowardice because the object of its malice has not an equal opportunity for reply.

DISTORTION: News should not be distorted nor colored. The facts should be obtained and incorporated into a straight forward unbiased story. The news columns are for facts and the editorial columns are for argument, opinion, and comment.

TRIVIALITY: Triviality in news and editorial should be avoided. The practice of unduly emphasizing trifling subjects distorts true values and turns the attention from the significant events of community, nation, and world.

VENALITY: Any form of bribery to bring about the suppression or to influence the presentation of news or editorial is forbidden. This means the acceptance of money or its equivalent in business, political, or social favors.

INVASION OF PRIVACY: Privacy must not be wantonly invaded. Although it is necessary for the good of the community that evil be exposed, the newspaper must never subject innocent persons to disgrace, ridicule, or contempt by unwarranted publicity.

KEEPING CONFIDENCES: Journalists should keep sacred all information given to them in confidence. Such information should not be published nor used without the consent of the informant, but care should be exercised not to accept confidence that will embarrass the writer or the newspaper.

ADVERTISING AND CIRCULATION: All advertising should be honest, genuine, and clean. The newspaper should exercise the right to revise or reject copy that may be inimical to the moral and commercial interests of the community. Circulation statements should be truthful and accessible to all interested persons.

CLEVER SKIT MARKS GRIDIRON PROGRAM OF OKLA. CHAPTER

"The best Gridiron yet," was the unanimous verdict at the third annual Gridiron Dinner of Sigma Delta Chi at the University of Oklahoma, April 20. One hundred and fifty-three guests, each of whom paid \$3 for the privilege of being roasted, were present at the dinner. This number added to the members of the chapter made up the largest attendance yet recorded for Gridiron at Oklahoma.

A novel feature of the evening's program was the presentation of a skit, "Give Us Front Page Space," by members of the chapter. The sketch presented the staff of the Oklahoma "Nightie" (a sheet burlesquing the Oklahoma Daily) engaged in fighting off the hordes of publicity seekers who besieged the office and demanded Page 1 space. In the course of the action many incidents of the college year were presented in ludicrous fashion.

The climax of the skit came when the whole staff, in response to the appeals of the shop foreman, rushed from the stage to assist the mechanical force in fighting off miscreant's who presumably were trying to wreck the plant. A few minutes later, when things had once more become calm, the staff reappeared with copies of the "Nightie," which they distributed among the guests. The paper, previously printed, contained the news stories upon which the action in the skit was based.

Other items on the program included speeches by the invited guests, instrumental music, ensemble singing, and radio messages purporting to come from well-known persons who had been invited, but were unable to attend. For the first time, the chapter invited leading editors of the state to attend the gridiron, and with few exceptions all those invited were present.

AMES STAGES BIG EVENT OF YEAR IN GRIDIRON BANQUET (Continued from page 21)

tunnel in one of the laboratories and there made to walk swinging planks, cross gridirons charged with electricity and pass through a tear gas chamber.

During the dinner two devils "pulled" jokes on prominent faculty and business men. A program of about 15 short skits, hitting off personal peculiarities and humorous situations on the campus, followed the dinner. A number of songs were written to accompany some of these acts.

The local chapter worked about three weeks in preparing the program. The

method of procedure was to get the men together and talk over possible skits. This material was later written up and rehearsed. The short skit, lasting only a very few minutes and requiring only two or three characters was found to be the most successful.

SUCCESSFUL MEETING HELD BY TEACHERS

The convention of the Association of Teachers of Journalism at Madison, Wis., in December was the biggest and most successful the organization has ever had. The program, made up chiefly of informal talks by actual teachers of journalism from all types of schools, was full of real stuff.

The next convention will be held under the auspices of the Joseph Medill School of Journalism, at Evanston and Chicago, Ill., in December, 1922. The new officers of the association are: president, Everett V. Smith, Stanford University; vice-president, J. S. Myers, Ohio State University; secretary-treasurer, Nelson Antrim Crawford, Kansas State Agricultural College; additional members of the executive committee, H. F. Harrington, Northwestern University, and J. W. Piercy, Indiana University.

Not a little was added to the success of the convention by the fact that the American Association of Schools and Departments of Journalism, the American Association of College News Bureaus, and one section of the American Association of Teachers of Advertising met at Madison also. Dr. W. G. Bleyer heads the first named organization; N. A. Crawford the second; the third did not elect officers.

Members present at the convention included many from great distances, such

as J. W. Cunliffe from Columbia University; Bristow Adams from Cornell University; M. L. Spencer from the University of Washington; Everett Smith from Stanford University; W. H. Mayes from the University of Texas; M. G. Osborn from Louisiana State University; and Miss Virginia aGrner from Mercer and Wesleyan universities.

Two articles in the January Atlantic Monthly discuss problems of journalism. They are worth reading.

Directory of the Chapter Secretaries

- Depauw**—Halford R. Houser, Delta Tau Delta, House, Greencastle, Indiana.
Kansas—Joseph Turner, 19 West Fourteenth St., Lawrence, Kansas.
Michigan—Paul Watzel, 1102 Oakland Ave., Ann Arbor, Mich.
Denver—Bonney A. Nevells, 2211 S. Josephine St., Denver, Colo.
Virginia—Ceylon B. Frazer, S. A. E. house, University, Va.
Washington—H. H. Marquis, 2120 East Forty-seventh St., Seattle, Wash.
Purdue—R. I. Kelsey, 416 Main St., Lafayette, Ind.
Ohio State—Henry C. Segal, 174 E. Woodruff avenue, Columbus.
Wisconsin—G. W. Greene, 445 West Gilman street, Madison.
Iowa—C. J. Huston, 714 E. College street, Iowa City.
Illinois—Edward P. Leonard, 401 East Green street, Champaign.
Missouri—Russel Planck, Sigma Chi house, Columbia.
Texas—Carl Swartz, 2106 Nueces St., Austin, Tex.
Oregon—John Dierdorff, 388 -11th avenue east, Eugene.
Oklahoma—Prof. H. H. Herbert, School of Journalism, Norman.
Indiana—William Hutchison, Delta Tau house, Bloomington.
Nebraska—Orvin Gaston, 1828 Garfield, Lincoln.
Iowa State—Walter J. Hunt, 2728 Boon St., Ames, Ia.
Stanford—Shelly N. Pierce, 465 Hamilton Ave., Palo Alto, Calif.
Montana—Earle Duffy, 300 University Ave., Missoula, Montana.
Louisiana—S. J. Gottlieb, Convention St., Baton Rouge, La.
Kansas State—V. R. Blackledge, 913 Osage, Manhattan.
Maine—Phillip W. Ham, Box 331, Orono, Mo.
Beloit—Winfred Herrick, 649 Harrison Ave., Beloit, Wis.
Minnesota—Harold R. Briggs, Alpha Chi House, Minneapolis, Minn.
Miami—Rollie Nye, Delta Tau house, Oxford.
Knox—Keith A. Patterson, 160 W. South street, Galesburg.
Western Reserve—David T. Hyatt, 5302 Franklin avenue, Cleveland.
Grinnell—Dana W. Norris, Building 6, Grinnell, Ia.
Pittsburgh—Charles Foster, 3507 Shadeland ave., N. S., Pittsburgh.
Columbia—Edward P. O'Donnell, 424 Thompsons Hall, Columbia University, New York City.
Colorado—L. A. Chapin, Delta Tau Delta House, Boulder, Colo.
Cornell—Willis K. Wing, 2 Ridgewood Road, Ithaca, N. Y.
North Carolina—Charles J. Parker, Jr., Chapel Hill, N. C.
Oregon State—Verne McKinney, Delta Kappa house, Corvallis.
Marquette—Arthur J. Hantschel, 216 — 11th st., Milwaukee.
Des Moines—Donald H. Clark, 355 Seventh st., (Alumni)
Detroit—James Devlin, Detroit News, (Alumni)
NOTE: Members are urged to notify T. Harley Tapping, The Press, Grand Rapids, Mich., National Secretary, of any errors in the above list.

Directory of Sigma Delta Chi Officers

- Honorary President:** Prof. F. W. Beckman, Iowa State College, Ames, Ia.
National President: Kenneth C. Hogate, The Wall Street Journal, New York City.
First National Vice-President: Prof. H. H. Herbert, University of Oklahoma, Norman, Okla.
Second National Vice-President: Prof. N. J. Radder, Indiana University, Bloomington, Ind.
National Secretary: T. Hawley Tapping, The Press, Grand Rapids, Mich.
National Treasurer: Ward A. Neff, 836 Exchange ave., Union Stock Yards, Chicago, Ill.
Editor The Quill: Prof. Frank L. Martin, University of Missouri, Columbia, Mo.
Executive Councilors: Donald Clark, The Northwestern Banker, Des Moines, Ia.; Stacey Jones, Joe McMullen, Gilbert M. Clayton.
Past National Presidents: William M. Glenn, The Morning Sentinel, Orlando, Fla.; Laurence Sloan, 552 Riverside Drive, New York; S. H. Lewis, The Lyndon Tribune, Lyndon, Wash.; Roger Steffan, 78 27th St., Elmhurst, L. I., New York; Robert C. Lowry, 513 Slaughter Bldg., Dallas, Tex.; F. M. Church, The News, Cadillac, Mich.; Lee A. White, Detroit News, Detroit, Mich.

Balfour Blue Book 1921-22



The Standard Reference
for Sigma Delta Chi
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Badge Price List, will be
mailed upon application.



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